

ELECTRICAL MERCHANDISING WEEK

OCTOBER 9, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



...presstime

NEED FOR TOO MUCH SERVICING was the main complaint about appliances voiced by women delegates to McCall's fifth annual Congress on Better Living. The women also complained about the difficulty of reading instruction booklets. They urged bigger load capacity in washers and vents in automatic dryers. They liked swing-out shelves in refrigerators, but said they could do without special egg storage. Most preferred wall ovens and said they were concerned about the newer eye-level ovens on slide-away range units because of the problem of removing heavy roasts and turkeys from above hot pots and pans on the range top. ■

MORE DROP-INS FROM SYLVANIA: Two new stereo consoles and a new clock-radio (AK18), all with open list prices, have been added to the line. Console 45C36 is equipped with six speakers, 11-inch turntable, 20

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Brown and white goods mix for Christmas p8
How to turn windows to customer magnets p10
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What utilities plan for Christmas ad aids p41

OUTLOOK FOR

COLOR TV SALES IN '61

p5

LAST MARCH WE ASKED THIS QUESTION...

20,000 slams—that's the "lid test"—just one of many that prove the new Filter-Flo Washer can take it.

HOW RUGGED CAN A WASHER BE?

Torture tests prove top performance of Filter-Flo Washer

(this advertisement ran in March 1961)

NOW READ THE ANSWER FROM THE MEN WHO KNOW

(DEALERS WHO ARE SELLING IT, AND HOW!)

More than one million wash tests, more than 3 years of engineering design, and more than \$7,000,000—went into the making of the General Electric V-12 washer.

Has this investment paid off? Just how dependable is this new 12-pound-load machine?

Here's the answer, straight from the men who sell and service it, General Electric dealers.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



JOHN STELTZ of the Cross Keys Furniture Store, Doylestown, Pennsylvania: "I sold 85 of the 12-pound washers during the first six months of 1961. I've had no service calls."



HERB GORDON of Herb Gordon Appliance, Jefferson City, Mo.: "I've got 100 V washers out, 72 this year. Last week was my first service call. Some record, eh?"



FRANK ALBRITTON of Mann-Albritton & Co., Inc., Lake Wales, Fla.: "The V-12 has surpassed all of my expectations in both quality and dependability. To date, no service problems."



C. S. CASTLEBERRY, Castleberry Home Store, Inc., Atlanta: "We've sold 175 of the V-12 washers with no mechanical failures reported. This is the finest washer that General Electric has built."



TOM CURRAN, owner of Wellesley Refrigerator Service in Massachusetts: "One thing I like so much about the V-12 is that we haven't had any service problems."



ALLEN S. MARCEL, G. G. Marcel & Sons, Houma, La.: "After selling over 125 of the V-12 washers, we can truthfully say it is the most trouble-free we have sold in our 32-year existence."

ELECTRICAL MERCHANDISING WEEK

...presstime

watts of peak power, comes in Danish and French provincial. Model 55C36 has all these features plus AM-FM tuner with provisions for multiplex adapter. ■

LONG RANGE GAS GOALS presented by the American Gas Association's industry development committee at the AGA Dallas convention were: To capture by 1970, 66% of total ranges sold; 90% of total automatic dishwashers; 20% of refrigerators; 60% of clothes dryers; 90% of central heating plants. The committee also wants to attain gas light installations "in number equal to 25% of the industry's residential customers." It wants to provide gas or LP gas service to 84% of American homes by 1970; a 34% increase over the number served last year. The committee is urging utilities to resume or start hard-hitting merchandising programs on top quality gas appliances and equipment. ■

THE FIRST REFRIGERATOR equipped with thermoelectric control was demonstrated at the American Gas Assn. convention. Utilized in a new Norge model, the control element is heated by the pilot flame of the burner. If the flame is extinguished, the valve closes resulting in a 100% safety factor and a more service-free installation. ■

MAYTAG has added its electronic control system to a clothes dryer that requires no venting. The electronic control that measures moisture and automatically turns off the dryer when clothes reach the right degree of dryness was introduced a year ago on the company's deluxe Halo of Heat line. It was recently extended to the budget-priced Highlander series. ■

MORE CAPACITY will be in the 1962 air conditioner line of Chrysler Airtemp. The company will market a 32,000 Btu residential unit. Next year, according to Thomas W. Kirby, vice president, marketing, "we will have 25 models in the line, we had 20 this year." Six of the new units will be from 23,000 Btus and up. The six will make up 10% of total production. ■

A PROMOTIONAL VACUUM CLEANER, model C-63, has been introduced by General Electric Co. as a fall special. The coral and white unit, with a suggested list price of \$34.88, is being manufactured on a limited basis. Features of the vac include double-action floor and rug unit, woven non-kink hose, dusting brush and fabric nozzle. ■

WESTINGHOUSE JOINS THE CLUB with the announcement that it will hike prices on 1962 lines from 3% to 5%. Several others also have increased new prices. Most (EM WEEK, Sept. 18, p4) will do the same. ■

Air Conditioning, The Long View: U. V. Muscio Talks About 1962

Room air conditioner sales in 1962 should approach or equal the industry's banner 1956 year when 1.8 million units were sold.

This estimate was supplied by U. V. Muscio, executive vice president of Fedders Corp. and chairman of the National Electrical Manufacturers Association's certification committee on cooling capacity.

EM WEEK wanted to know where the air conditioner industry was headed next year; it went to veteran observer Muscio, whose company is a major factor, and got an exclusive interview.

Muscio's figures of 1.7 to 1.8 million units for 1962 aren't a prediction—"I no more have a crystal ball than you." He bases them on a projected

sales figure of 1.6 million units for this year (about the same as 1960, if the projection plans out) and on the late spurt of hot weather that prevailed through September.

"Any year following a heat wave there is 'psychological receptivity,' and sales go up." He feels that the 1.7 million estimate is a conservative one.

Carryover of 1961 merchandise will be about 700,000 units, 30,000 more than the previous season's unsold stock, he said.

Certified 1962 models will not be affected by the 1961 air conditioners, which should be sold by January, the executive emphasized. He pointed out that this is normal carryover and it

becomes even more attractive to the dealers this year because of (1) higher prices on 1962 models, and (2) the late heat wave, leaving them clean and making them more receptive to early buying.

Based on his estimates for 1962, and the 1961 carryover, about 1 million units sold next year will have the certification seal, which indicates that a manufacturer is voluntarily participating in the tough NEMA program to regulate and affirm his cooling capacity.

Muscio has been a long time backer of such a program. In his opinion it is one of the most important steps ever taken by American industry. It will be promoted starting in January by advertisements in the trade press,

and will be given considerable consumer publicity. The official says "a lot of dough" will be spent on the promotion next year. He was not at liberty to give dollar figures.

Certification on capacity, however, is not the only criterion for air conditioner performance. Muscio indicated that it was developed to clear up a two-fold problem, (1) that of manufacturers equating capacity with performance, and (2) that of Btus not being represented with the greatest degree of accuracy.

Muscio revealed that next year the NEMA committee will probably evaluate amperes "if necessary." The reason for this is that some manufacturers make units not approved by Underwriters Labs. This could be a problem if any are in boosting amps, (i.e., from 7½ to 9) in order to get more capacity, and are not making the increases known. Hiking of amps makes a unit less efficient, creating unfair competition for those who maintain the lower level and provide the same amount of cooling.

A New Tube Size For Television?

Set manufacturers are looking at a new lightweight 16-inch, 114-degree bonded picture tube, and there's growing interest in the 27-inch picture.

The 16-inch tube, developed by Corning Glass Works, is actually the old 14-inch picture with squared corners; it resembles today's 19- and 23-inchers.

Why produce the 16-inch tube? There's some savings on cost over the 19-inch set. And there would be a reduction in weight which would allow the industry to turn out a more truly portable set. The new tube also would make a transistorized portable more feasible, take some of the heat off the 19-inch which is accounting for 40% of the sales today, and provide a better step-up.

How big a factor would the 16-inch set be? That's hard to say now and the industry is by no means in agreement over the practicality of the new size.

Corning's drive to reduce weight in its bulbs has pushed the poundage in the 19-inch tube down to 17½ pounds (13½ for the bulb, 6 for the cap). Total weight of the 16-inch picture

tube: 10 pounds. Two companies are supposed to be definitely interested in the 16-inch tube.

Corning says initial orders of 100,000 to 200,000 would make production feasible.

Interest in 27-inch screens is growing, too. Admiral just jumped in with a three-set line. Magnavox, Du Mont and Packard Bell already are in the field and the best industry guess indicates that Motorola, Muntz and maybe Setchell-Carlson will follow around the first of the year.



The Music Timer Model AK18 has all the clock features of the others and adds a distinctly styled cabinet—vernier tuning—and appliance outlet.

The Night Lighter Model AK17 has everything AK16 has and steps this up with top push-button control and exclusive PANELESCENT® glowing clock face.

The Melody Timer Model AK16 has all the features of AK15 plus a Telechron® clock with sleep switch and buzzer alarm.

The Star Timer Model AK15 features a fully molded, two-tone cabinet—6-tube performance—clock with automatic wake-to-music alarm.

STEP 'EM UP AND UP AND UP

Here's a great new "stepped-up" clock-radio line that really makes some sense—and will make some extra dollars for you in the Christmas gift-buying season just ahead.

Each of the four models—right up the line—offers just a few more tempting features for just a few more dollars. That's your cue to step up the sale to every clock-radio shopper—step up your profit on every order. Added sales-clincher: every model is backed by Sylvania's tremendous *full year warranty on all parts and labor*.

You'll find the Sylvania quality buy-appeal features listed right under the sets—and you'll find your Sylvania Distributor ready to take your Christmas order now. Phone him *today* and make sure you share in the stocks available for Christmas money-making!

*Panelescent is a Sylvania registered trade mark.

Quality you can bank on in TV, Stereo, High Fidelity and Radio

Sylvania Home Electronics Corp., Batavia, N. Y.

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



ELECTRICAL MERCHANDISING WEEK

Color TV Sales Picture:

With every major television manufacturer in the color TV business this fall except Westinghouse and Motorola, the industry expects to turn in its best sales year in history. To give you an idea of what volume manufacturers expect, EM WEEK last week made this company-by-company survey:

Admiral, with the longest color TV line in company history, looks for industry sales of 150,000 to 170,000 this year, according to Ross D. Siragusa, Jr., vice president.

Emerson Radio & Phonograph Corp.: "There's an improvement in color sales," President Benjamin Abrams said. "No question about it, the general feeling I get is that the industry will sell 150,000 units this year."

General Electric: "We think the industry will sell 150,000 units this year," a company spokesman said.

Magnavox will sell about three times as many color sets in 1961 as in the previous year, said Frank Freimann, president. Freimann wasn't making any industry sales predictions, but did point out that "We have been in the color TV field for five years and are optimistic that eventually the market will be a substantial one."

Motorola: Edward R. Taylor, vice president, figures color TV has sold little more than 100,000 sets in its best year and will limp along again this year. "There's no question of selling 100,000," he said, "but 200,000 is still nothing."

Taylor's solution, of course, is the Motorola shorter 23-inch tube which he figures would improve set styling sufficiently to push sales quickly into the 500,000 a year mark. Who's going to produce the tube? That question still hasn't been answered.

Olympic's president, Morris Sobin, didn't care to predict total sales, but believes that the industry will see a modest increase this year because more companies are in the business.

"Nothing sensational," summed up Sobin.

Packard Bell's president, Robert S. Bell, sees a collective start toward a real color TV market, but doesn't believe that sales will be much greater this year than last. "People have heard so much talk for the past five years," he said, "I think they've become a little calloused." Bell's estimate for the sales year: 150,000-200,000 units.

Philco figures the industry sold between 125,000 and 130,000 units in 1960 and doesn't look for much change this year, according to Armin Allen, vice president.

RCA, the color pioneer, of course, won't talk about numbers and lately has even shown reluctance to talk about percentage increase in sales because so many have derisively asked, "Percentage of what?" but RCA optimism this year has less of a whistling in the dark quality about it than before and the company has reported some solid profits (in percentages again) for the first half when color TV receiver profits ran 45% ahead of the initial six months of 1960.

Sears, Roebuck will make a pass at the color television market this fall with a three-model line—a console and two consoles—under its own Silvertone brand. Price range: \$449.95-\$579.95.

Zenith: "Color sales for the whole industry could finish between 175,000 and 200,000 this year," said Leonard C. Truesdell, president of Zenith Sales Corp. "Color is not a booming business at all, not a wide open market at these prices."

"Right now we are meeting a pent up demand for Zenith color sets. But once we've filled that demand, I'm not sure what to expect."

Joseph Wright, the company president, looks forward to a possibility of selling a million color sets a year within five years.

EM WEEK
REPORTS ON

APPLIANCE-TV

NEW ADVERTISING GIMMICK sends your sales story home with the consumer—on supermarket carry-out bags.

"For 0.008 cents per reader impression, the local businessman can place his advertising message on 100,000 carry-out bags the average supermarket uses every month," according to Gaiber and Associates of Chicago, the sales and marketing company that plans to launch BagVertising in major cities, operating through licensees, by the end of 1961.

These traveling billboards receive repeated impact—in the store, on the way home, and when reused for waste, etc., the firm said.

The bags will be supplied free to supermarkets. Merchants will be able to buy space from licensees for \$20 a week for 2 by 5-inch ad units on a six-month contract.

NEW PRODUCTS COMING UP FOR RAVENSWOOD once a merger between Annapolis Electroacoustic Corp., parent company of Ravenswood, and Chesapeake Instrument Corp. is completed. Chesapeake specializes in electroacoustic research and development and makes both commercial and military electronic products, including the tuners, amplifiers and pre-amplifiers which go into Ravenswood's stereo speaker system. A Ravenswood company spokesman said Chesapeake would operate Annapolis as a division and use its facilities to develop unusual consumer electronic products for Ravenswood to market.

FAIR TRADING EXPANDED BY BRUNO, N.Y. The Whirlpool distributor is now using the state's Feld-Crawford law to cover a washer and two dryers. Models are: top of the line Imperial Mark XII washer. LJA-92, to be sold at \$299.95; two matching dryers, electric model LJD-92, maintained at \$249.95, and gas model LPD 97, to retail for \$279.95.

WHO'S WATCHING THE STORE? Fedders Corp. will fly some 2,000 dealers to Honolulu, Hawaii, next March. The merchants, participating the company's incentive programs, will be housed at the Royal Hawaiian Hotel.

CONSUMERS ARE BUYING EXTENSIVELY ON CREDIT installment plans—but they're not going deeper into debt, says a report from the University of Michigan's survey research center.

The general increase in recent years reflects a broader market for installment credit selling. More and more families, usually in the middle income bracket, are buying on credit and devoting 17% to 18% of their incomes to repayment.

The credit buyer is not finding it harder to make repayments. The survey shows that the average ratio of debt repayment to personal incomes has remained "surprisingly constant," a good sign for appliance-TV dealers.

Singer A National Outlet?

Major appliance manufacturers are seeking new channels of volume distribution every day. Whether this fact of merchandising life will affect the independent appliance dealer as we know him, time—but not very much time—will tell.

After two decades of establishing rapport with the discount houses, which are rapidly becoming non-discount houses, some producers are now putting their merchandise in five-and-dime operations.

As far as the manufacturer is concerned, it's a fact of life that he needs more and more volume to stay competitive, to keep his organization running, to show a profit.

Now, it appears that the Singer Manufacturing Co. may become another important outlet for appliance manufacturers.

Hotpoint electric ranges, refrigerators, washing machines, dryers and dishwashers are being displayed in 62 Singer Sewing Centers in the Midwest. This is a test program;

plans for extending it will depend upon how well the idea takes hold. Singer has 1,500 outlets across the nation.

Under the plan, customers may inspect the appliances, and if they decide to buy, an order through a catalog set up by John Plain & Co., Chicago mail order house.

The Singer catalog will also have merchandise not displayed in the test stores. According to a Plain executive, General Electric, Westinghouse, Admiral and Philco will be included. He wouldn't comment on whether other brands would also appear. Over 15,000 items other than appliances are offered.

Hotpoint, the one line being displayed on the floor, will handle its own warehousing and shipping for Singer. This is the first time the company has participated in such a program.

The Hotpoint dealers in the test areas, knew about plan and had no objections, it was stressed.

Why Hardware Retailers Shun Electric Housewares

The consensus among hardware retailers and hardware buyers for department stores is that electric power tools, hand tools and outdoor power equipment are more profitable than electric housewares. Hardware buyers at the Hardware Show in Chicago's McCormick Place last week told EM WEEK that appliance retailers, discount houses and department stores can do a better selling job with electric housewares than hardware retailers.

"We stock a full line of housewares in addition to our hardware lines," a

Columbus, Ohio dealer explained. "But they don't sell like electric drills and power saws. And I make more on power saws."

"Tools sell well all the time," a hardware-housewares retailer said. "Last year was the best year we ever had in power tools and accessories, but our housewares business was way off. And it has always been that way," he continued. "During bad times and years of unusual unemployment, workers stay home. They fix and paint things that they might

otherwise replace with new merchandise. Paint and tool sales always seem to go up when other items—especially housewares—are falling."

The sell-up is easier with power tools and accessories, according to hardware retailers and buyers. "If a customer comes in for some interior wall paint, it's not too difficult to sell him an electric paint mixer or even a spray gun," a Philadelphia hardware dealer explained. "But if he comes in for an ironing board, it's pretty tough to get him to go out

with a new iron," he continued. "What we try to do is sell double duty items if we can—floor polishers that can double as grinders or saws; vacuum cleaners that will spray paint; and hand mixers that will also mix paint. It's tougher for appliance dealers because their margins are a lot slimmer than ours."

Another hardware retailer said that he plans to stick mainly with his hardware lines and continue to give electric housewares a secondary role in his Phoenix, Ariz., hardware-housewares store.

"Let the appliance men stick to electrics," he asserted, "I'm planning to enlarge my hardware operation. I don't mean just nails in the bin and carpenters' hammers. I mean electric drills, dual use tools and outdoor power equipment. There are a lot of advanced products in the hardware field begging for our limited shelf space and budgets," he went on. "I don't see why I should pick up any more narrow margin electronics or other items that the appliance dealer down the street is playing football with."

Power tools are better traffic appliances than electric housewares, hardware buyers claim. Several housewares-hardware retailers told EM WEEK that portable power tools consistently outdraw electric housewares although hardware items seldom get the advertising space in the local newspapers that electrics command. One dealer said that he never devoted any newspaper advertising to specific power tools. He explained that he uses a great deal of window and in-store display space to sell power tools and devotes most of his newspaper advertising to electric housewares. "But the power tools outsell the electrics consistently," he said.

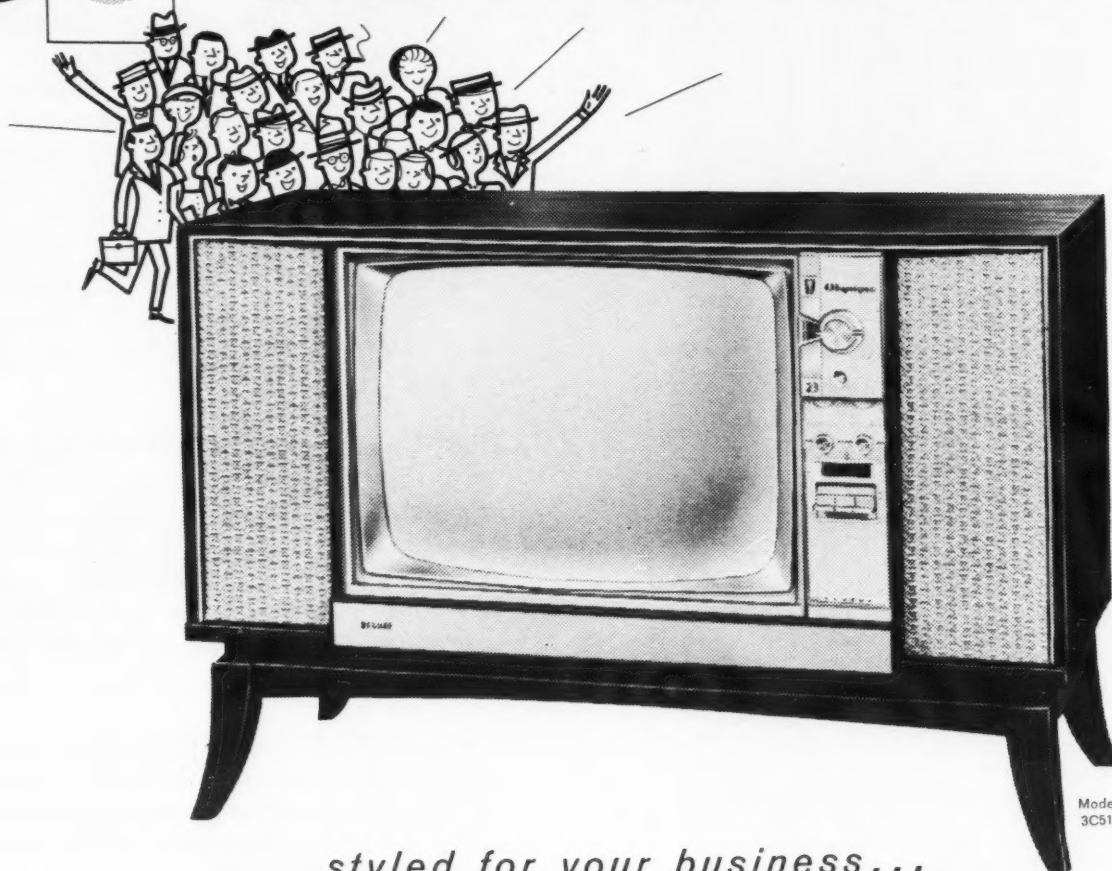
On the other side of the medal, housewares retailers at the show were taking a long look at certain hardware lines because they claimed they wanted to add at least limited hardware sections to their stores. "It seems that power tools—especially the drills—are catching on with the consumers. We bought a couple of dozen of the promotional outfits for a Father's Day promotion, and we were sold out in two weeks." He added that he was looking for merchandise that was "strictly promotional."

Another housewares buyer explained that he was looking for portable tools for Christmas. "We've had good luck with power tools—especially portable drill kits and jig saws," he said. "Last Christmas we tried portable tools for the first time in our 25-year history. The results were excellent. We learned that they're good impulse items: Last Christmas, we discovered that better than 70% of our portable electric drill kits were sold to women who were looking for gifts for their husbands."

Manufacturers at the show reported sales were running from 2% to 15% ahead of last year at this time. Wholesalers claimed retailers bought heavier and earlier this year than in 1960, and they were and still are buying higher-ticket merchandise than they did last year.

Retailers at the show reported that 1961 has been one of the best years they've had in the last ten. They predicted 1961 will break most of their sales records "if Christmas is as good as we expect it to be."

STOP TRAFFIC! GO OLYMPIC!



styled for your business...

"PROFIT - POPPER" TV CONSOLES

Pick your own best-sellers from the many Olympic TV styles, prices, features! Choose from Early American, Provincial, Danish, Contemporary furniture stylings...upright, lowboy, swivel consoles...black and white or color TV. All with trouble-free quality and all with full profits you keep!

Contemporary "Bench Bottom" Lowboy (above)...

- 23" TV...hand-wired, power transformer chassis!
- Exclusive hi-fi 3-D Sound, acoustically balanced dual sound systems, push-button tone selectors!
- Dual keyed AGC! 3-stage, full band width I.F.
- Walnut, Mahogany, Blond or Ebony colors.

it's Merchandising Magic!
...every Olympic TV portable, table model, console and StereoCenter pays full profits...through the industry's most successful Pricing-Merchandising formula!

*Diagonal measure

WORLD'S LEADER IN COMBINATIONS
Olympic

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo • Hi-Fi • Radios • Phonographs

ELECTRICAL MERCHANDISING WEEK

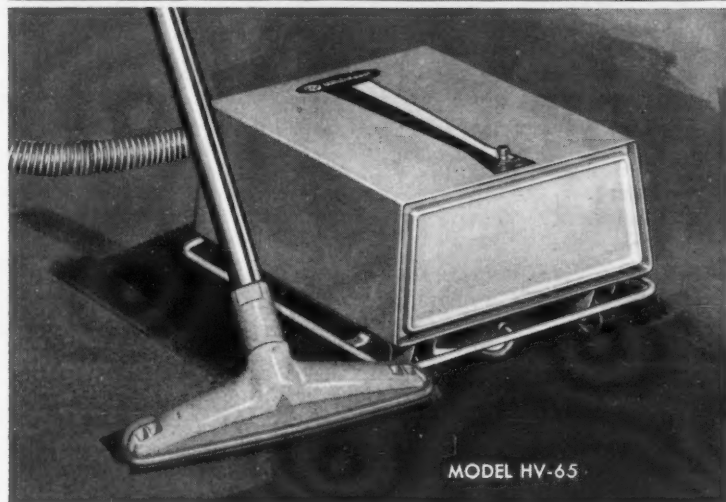
YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



MODEL 90-20



MODEL 90-10



MODEL HV-65



MODEL HV-50



HERE'S WHY

**you should sell
RCA WHIRLPOOL
home cleaners
this Christmas**

PRICE!

You can take on any competition and win with the HV-50. Hot pricing . . . hot features! It even has a full 1 hp. motor for exceptional cleanability. And, completing the low-end price structure is the HV-65, with full set of tools, 1-1/5 hp. motor and fine styling.

PROFIT!

Real profit can be yours with these RCA WHIRLPOOL high-end units. Sell the 90-10 model, complete with concealed tool storage and the easy-to-change dust bag. Step all the way up to the 90-20, top-end model with power head . . . the complete home cleaning system! High-end merchandise that's kept top value and avoided "footballing" because it has so much more of everything to please exacting homemakers.

PERFORMANCE PROOF!

Use the McCall's use-tested tag to make sales come easy. Solid proof of performance your customers know and trust . . . and yours exclusively with the top-of-the-line RCA WHIRLPOOL home cleaners.

Join up! . . . it's easier to
sell RCA WHIRLPOOL than to sell against it!



CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

OCTOBER 9, 1961



To stay in business tomorrow, you have to be planning today. And as the pre-Christmas buying season dawns, now's the time to decide what you should stock, how you should move it. And every year, EM WEEK's editors give you the results of their own probing to help guide your planning. Here's this year's Christmas preview:

Home Electronics: The Key Sales Period

Now is the time for all good dealers to have their finest hour—or else.

Christmas business for home electronics is big business. To give you a clear idea of how to size up the radio, television and phonograph market in the remaining all important weeks, EM WEEK has compiled this quick round up.

Television: The month of December is the most important single period of the year, a clear cut trend which has developed over the past decade.

In last year's retail picture, the industry racked up 12.92% of its total sales during the final month; November and December accounted for 21.7% of the year's business.

Color Television: The color TV business offers unique opportunities this Christmas. With virtually every major company in the business except Motorola and Westinghouse, sales are bound to grow. And even more importantly for the dealer, the remaining few weeks of the year are the prime selling weeks for color television. The industry figures that 40% of all color television sales are chalked up in the final quarter.

You can't sell color TV, of course, without color

programming. And never before in the industry's history will you have less trouble utilizing color TV programming as a selling tool in the store.

As part of the RCA corporate effort to promote color television, the NBC-TV network every year has turned out more color programming.

There's specific help for dealers, too. The network has two more special color television nights set up to help you with in-store demonstrations. The next one is coming on Wednesday, Nov. 1. The "Demonstrations Unlimited" program winds up on Wednesday, Dec. 6.

In both cases, you'll be getting 3½ hours of continuous color programming beamed your way from 7:30 p.m. EST to 11 p.m. And there's a full lineup of daytime viewing.

Here's a typical schedule for "Demonstrations Unlimited":

10:00-10:30 A.M.—Say When
10:30-11 A.M.—Play Your Hunch
11:00-11:30 A.M.—The Price Is Right
11:30-Noon—Concentration
12:00-12:30 P.M.—Truth or Consequences
6:45-7 P.M.—Huntley-Brinkley Report
7:30-8:30 P.M.—Wagon Train
8:30-9 P.M.—Joey Bishop
9-10 P.M.—Perry Como's Music Hall
10-10:30 P.M.—Bob Newhart
10:30-11 P.M.—David Brinkley
11:15-1 A.M.—Jack Paar

On Saturday mornings you can take advantage of 90 minutes of children's shows. In addition, on eight Saturdays (Oct. 14 and 28, Nov. 4, 11, 18 and Dec. 2, 16, 30), you'll have a two-hour feature movie in color.

Radio: The radio business has been booming along at a record clip all year. And now the industry is swinging into the plushest sales period of the entire year. So don't get caught short.

With only one minor exception since 1954, the radio industry has always done more than 20% of its total retail business in December. Last year when the industry set new sales records, 22.22% of all radios sold were moved in December.

Clock radios become more important than ever during the Christmas rush. Transistor portables, which are taking a bigger share of the mix than ever before, show no signs of losing popularity. And there's the push by manufacturers who have put transistor radios in attractive gift packages. The boom in FM shows no signs of abating.

Phonographs: In this late-peaking business, Christmas shapes up as the most critical time of year.

In the overall phono business (portable and console), the industry did 20.77% of its sales in the final two months of 1960; 27.57% in 1959.

And the manufacturers figure that 30% of all portable phonograph sales are chalked up in the final six weeks of the year, 20% coming in the final month.

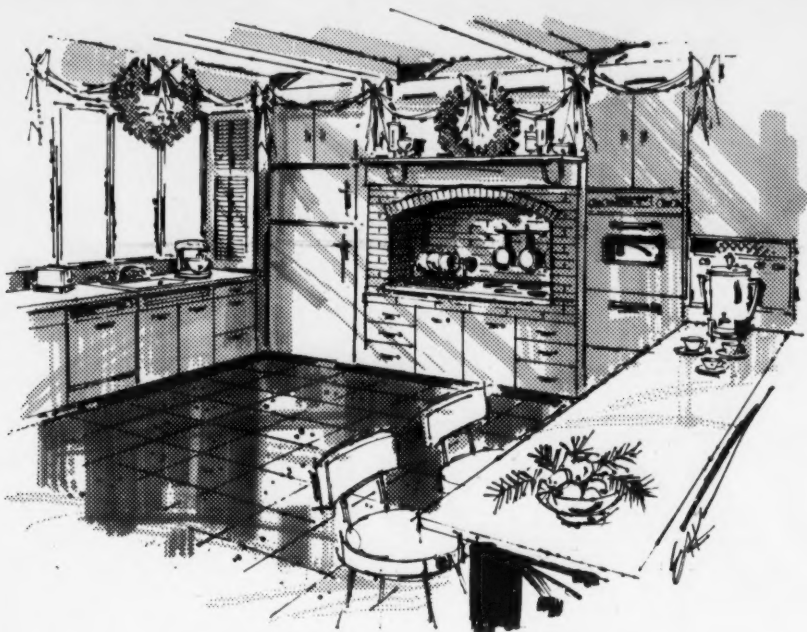
Color Programming Sells Color TV Sets: Here's Just A Sample Of What



David Brinkley, shown here in a scene from last year's documentary on Hong Kong, is back on an every-week basis in "Brinkley's Journal" on Wednesdays at 10 p.m. EST.



Bob Newhart, young satirist-comedian, goes on the air with his own show starting this Wednesday evening on NBC-TV at 10 p.m. EST.



Two examples of association promotions, at left, are a NEMA photo sent to newspapers, utilities and rural cooperatives, highlighting an all electric kitchen for Christmas. Left is a 22 x 48-inch banner from the American Gas Association's Christmas merchandising kit.

Major Appliances: Dishwashers Tops

Portable dishwashers are the most popular major appliances for Christmas giving.

Other appliances do not take the same upward curve as consumer electronics or electric housewares during December and the preceding three months.

Accordingly, the industry doesn't push the majors as heavily in its holiday promotion programs.

The reasons that appliances aren't given as gifts are: (1) most are too expensive, (2) saturation is pretty high, and (3) they're labor rather than luxury devices.

However, manufacturers, trade associations, utilities and dealers do give some attention to appliances and have for years.

This attention varies from season to season, depending on budgets; they never have been spectacular.

For instance, the National Electrical Manufacturers Assn., while sending some material to newspapers, electric utilities and rural cooperatives, is aiming its guns on electric housewares.

The American Gas Assn. has prepared and offered a kit, theme of which is "Say Merry Christmas with a Modern Gas Appliance." This kit,

which has point-of-sale, billboard and other posters, is prepared by Cramer-Krasselt Co., Milwaukee, and is sold in bulk which costs the utilities money.

The utilities on their own hook, are probably doing the heaviest promoting. As an example, Central Hudson Gas & Electric Corp., Poughkeepsie, N.Y., is repeating its free electric blanket deal, if you buy a dishwasher or dryer from dealers in the service area.

Some of the other utilities which have appliance promotions planned for December are: Cambridge Electric Light Co., Cambridge, Mass.; Central Maine Power Co., Augusta, Me.; Cleveland Electric Illuminating Co., Cleveland, Ohio; Hawaiian Electric Co., Honolulu; Northern States Power Co., Minneapolis, Minn.; Monongohela Power Co., Fairmont, W. Va.; Public Service Co. of New Hampshire, Manchester, N.H.; Southwestern Electric Power Co., Shreveport, La.; Toledo Edison Co., Toledo, Ohio; and Union Electric Co., St. Louis, Mo.

This sampling, of 15, supplied by NEMA contrasts with a similar NEMA list on housewares promotions where 54 are participating. This list appears on page 41.

Manufacturers are preparing ad mats; some are developing special Christmas models.

Maytag, for one, has prepared mats with Christmas motifs for the dealer. One stresses a

"Christmas layaway sale" advising consumers to order now for Christmas delivery to take advantage of a "bonus savings."

Some of the ads feature the automatic washer model A-100 and matching DE-100 dryer.

Another manufacturer, Kitchen Aid, is preparing a new model, aimed specifically for the Christmas trade. A holiday promotion campaign is also expected to be launched by the company.

Others will offer premium promotions and special sales programs to capture potential buyers, who might wait until after the holidays, suspecting inflated pricing.

Actually, several pointed out that, to the contrary, prices are not raised but are lowered in the last months of a year. The producers' credit arms will undoubtedly offer less stringent credit terms to consumers buying during Christmas.

Dealers, for the most part, will accept the materials presented them by utilities and manufacturers and put them to use. More likely than not, many will tie a red ribbon—with bow—around an appliance and call it quits. The good ones will develop their own programs.

Commercialism and Christmas stick in the craw of some industry organizations.

Con Edison, the New York area utility, is one. It will not promote specifically for the season, feeling that it has become commercialized, and does not represent the spirit of the occasion.

NBC Will Be Beaming Your Way To Help Christmas Sales



Mitch Miller returns to NBC every week with a full hour of "Sing Along With Mitch" starting at 10 p.m. EST on Thursday evenings.



Wells Fargo moves to a new time slot this fall, Saturdays, starting at 7:30 p.m. EST. Here Dale Robertson is shown with Pat Michon in a soon-to-be-seen episode.



A deep red background, white trees and gold rope provide an inexpensive but effective setting for one of a series of consumer electronics windows of the Crescent.

Find Your Christmas Window Ideas Here



Take a close look at the dealer and utility windows featured on this and the next three pages. Each one contains one or more ideas which, with a little imagination and not much money, you can adapt for your own use.

How did your windows last season stack up against these? Did they sparkle and shine with the holiday spirit like these? Did they sell your products as well as display them?

Some of these windows were set up by professionals, small city display houses or designers. Others were the handiwork of dealers alone.

But all these inviting displays had one thing in common: They were planned well in advance. And the secret behind better windows for you this season should be planning. Start now with the ideas you see here.

You can win an award for your windows by entering a contest sponsored by "Display World," an international trade magazine. All you need to enter is a sharp photo of your display. (All the photos you see here were supplied by "Display World.")

Continued on page 12



The Pennsylvania Power Co. in New Castle stopped shoppers this way.



Dreamland display for electric blankets by Chicago's Commonwealth Edison.



Almost any retailer can afford the simple decorations which grace this display of kitchen appliances in the main window of Barker Bros., Los Angeles, Calif.



A retailer in Warren, Ohio, devised this housewares Christmas window. Note the orderly arrangement of products.

Six More Ideas For Your Christmas Windows

CONTINUED FROM PAGE 10

The contest is open to anyone who constructs or uses a display, whether or not he is a subscriber to "Display World."

There are 65 categories and each one of them

carries an award. At least 10 of these would be open to retailers of appliances, TV, radio and electric or non-electric housewares.

Write Contest Editor, "Display World," 407 Gilbert Ave., Cincinnati 1, Ohio.



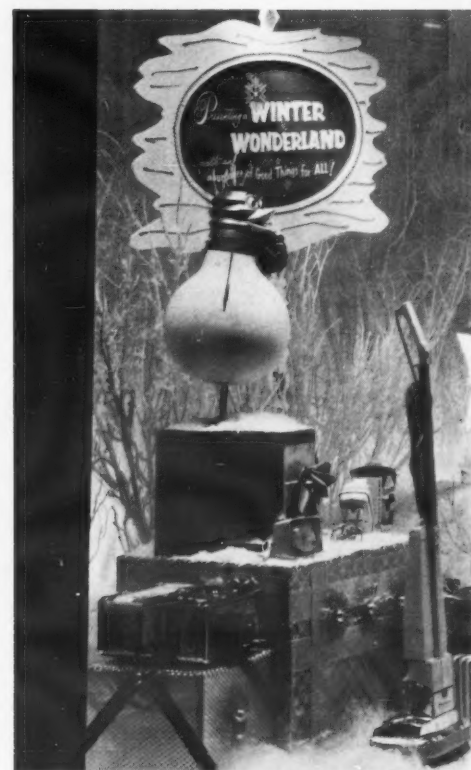
One of several "dream Christmas" windows of Ohio Edison, Mansfield, Ohio.



In Springfield, Ohio Edison took this approach to Christmas merchandising.



Deep blue paper formed the backdrop for window of Washington Gas Light Co., Washington, D.C.



The sign in this Chicago utility display says,

ELECTRICAL MERCHANDISING WEEK



Brightly colored record jackets featured in a national promotion were pasted on strips of foil in this window display of Woodward & Lothrop in Washington, D.C.



"Electrical gifts have lasting value . . . are enjoyed after others are forgotten."



Barker Bros., Los Angeles, Calif., caught attention with this window.

What You
Should Carry
For
Christmas...

Plan Your Floor For Selling More



Here's How To Plan

You can mastermind your on-the-floor Christmas season merchandising. If you're like most appliance-TV-housewares dealers, the annual holiday season changes your pattern of sales. You have the heaviest traffic of the year. You have prospects who never otherwise visit your store. Often you'll have more people in your store than even an expanded staff can give attention to. Keep all that in mind and plan now to make those different conditions become productive in building volume and profit. Be sure your floor planning considers these points:

★Pick a theme as your first move toward the season ahead. The scope is almost unlimited and the rules are few—mostly strict avoidance of motifs that commercialize or ridicule the religious aspects of the season. You can be corny, cute, homey or sentimental, tying your holiday season selling to Santa's headquarters, winter-time, winter in the tropics, happy homemakers, the family with gifts, and scores of others.

★Carry all the way through with your theme. Don't confine it to some soap painting on your window. Keep your color scheme constant through your signs, banners, easels, ribbons, snow spray, etc. Avoid contrasts—if you play up "Christmas in the desert" don't use standard snow-covered sleighs. Associate your various products with the theme.

Then arrange for selling. You may need to make some drastic changes—but remember it will be for one-sixth of the year when you should be doing much more than the average two months worth of business. Keep these ideas in mind:

★Re-arrange your floor. The location and the groupings of each type of merchandise you have

now may be ideal for the other 10 months of the year, but they could be a handicap to your Christmas season business. Think particularly of your key locations. Refrigerators may pay your rent the rest of the year, but do you sell enough of them in November and December to keep them in a choice traffic area? Probably not. How about moving your free-standing dishwashers up there instead? They'll be one of the hottest items this holiday period.

★Give 'em room rearranging your sales floor, remembering that you expect heavier traffic than normal. You want enough space so your salesman can sell without having other visitors tripping over him and his prospects. While you can't enlarge your store, you can rearrange to provide more space in front of the models that will get the most attention, less space in front of those used mostly for comparison. This problem can be helped, too, by the arrangement of your aisles and the shape of your product groupings. Let's look at those:

Lead your prospects. Let your aisle arrangement do a job of selling. If you have flexibility, consider a temporary arrangement suited to Christmas season prospects. Remember they may be quite different than your normal traffic. They may be browsing, undecided, yet good prospects. See that they are exposed to at least one unit of each of your departments. Curve your aisles.

Group your products for more effective display under heavier traffic, gift-buying conditions. Island displays—if your space permits—are valuable arrangements for the gift season, and they blend well with curved aisles. Use pairs, but not two of the same model. Make it a step-up and give the higher end the fancier treatment.

Use motion two ways in your Christmas season floor planning:

★Spot moving signs, revolving or swinging displays, etc., at strategic points on the floor and against the walls to draw the attention of prospects to that part of the store. Increase your exposure of all departments that way.

★Use motion at the displays to draw attention to specific selling points of the products. At least at peak hours you will not have salesman with each prospect, so draw on the many moving sales presentations that distributors make available to hold prospects' attention while a preliminary sales message is registered.

Light your way to more business this holiday selling season. Here are some things to do—and some not to do:

★The higher the level of your general lighting the better. When you decorate for the Christmas season, replace any dead fluorescent lamps. Call a repairman if you have starter or ballast trouble. Then use all that good lighting.

★Rearrange your spotlights if you have changed your displays for the season. Use more spots if you've added islands, but don't spotlight everything. Spots are for accent and emphasis.

★Use colored lighting. This is the most effective of the indoor lights. But be careful. Use colored lighting on seasonal decorations—angels, trees, bells, Santas—but watch out for "spill" onto your major appliances. Either white or colored appliances look their best under white light. While furniture models of TV and hi-fi look "rich" under some colored lights, watch out for the light hitting the TV screens—even as reflections from a distance. An exception to the colored light rule on appliances is housewares—in the right setting, colored or shiny housewares can be shown effectively with a colored spotlight.



Here's What To Do

Once you have your over-all floor plan for Christmas selling, you can begin to think of attention-getters and traffic builders specifically designed for Christmas. Here we offer some good suggestions:

1. Grab bags are a good drawing card and can be used in a number of ways:

★ Fill a sack with small wrapped gifts and put it on a dummy Santa's back. Allow each customer who makes a purchase of a certain amount to draw one gift. Number the gift in an inconspicuous spot so you can tell the customer what he's drawn, and make the gift good enough so he can give it as a present.

★ Fill the bag with inexpensive gifts for children, and advertise in your window that children accompanied by adults can draw a present from Santa's sack.

2. Wreaths are effective decorative—and selling—aids:

★ Buy a big wreath—or make one out of cardboard or plywood—and attach small transistor radios around it. Hang it on a high-traffic spot (out of reach of customers) and use the center to display a proven selling message such as, "Everybody's Favorite Gift—A Transistor Radio."

★ Use wreaths to make a dramatic display of small appliances. Frame each item in a wreath and run a row of them along a wall, connected to each other with a red ribbon. Use a wall above major appliances to promote tie-in sales or feature them in the small appliance section as "Christmas specials."

★ Wreaths are a very effective give-away, and are easier to handle than trees. Tie them in with a minimum purchase. You can get them in quantity for about \$2.50-\$3.00.

3. Pre-wrapped small appliances are a proven sales booster. Try one of these ideas of promoting with pre-wrapping:

★ Set up a table with unwrapped small appliances around the edge, and the wrapped boxes piled high in the center. Use items that men would buy for their wives, since pre-wrapped gifts are aimed primarily at the rushed male shopper. Keep a stock of the displayed items wrapped and ready so purchases can be completed in a minimum of time. Feature the pre-wrapping service in your window with a smaller, similar display.

★ Use your pre-wrap service as part of your Christmas advertising, telling men that they can call your store during the day and pick up a wrapped gift on their way home. List what's available, with prices, in your advertising. Or you could use a similar list in an advance mailing to business and professional men in your area, telling them that they can call for or pick up their pre-wrapped gifts with a minimum of delay.

4. Gift wrapping is always a headache for Christmas shoppers. You can draw traffic by helping them out:

★ Set up a self-service gift wrapping department in the back of your store out of the selling areas. Provide inexpensive paper, ties and tape, let customers wrap gifts there for a small fee even if they didn't purchase the item in your store. This service will be a good closing sales point for people who are shopping in your store, and it will be a big traffic builder by drawing potential customers who have been shopping elsewhere.

★ Take part in civic activities by letting a charitable group run your gift-wrapping department. The charity can charge a small fee for each package wrapped. You build traffic and good will; the charity can collect a sizeable amount of money.

5. Trees are a standard symbol of the season and can be tied into your selling in a variety of ways:

★ A cut-out tree (or a real one) with candy or small presents for children hanging on it will pull mothers shopping with children into your store. Put a candy-laden sign in your window saying, "Come and See Our Candy Tree." Then let the kids pick a piece themselves.

★ Tree give-aways are effective—but only good if you get good trees and give customers their choice. You can tie in with a local charity which is selling trees by giving a tree certificate (in the shape of a tree) with purchases over a set minimum, depending on what you get the trees for. This saves you the time and trouble of handling them, and works out to be about the same in cost.

★ Make a mistletoe tree by cutting out fanciful tree out of plastic foam and sticking small sprigs of mistletoe in it. Give each person entering the store a sprig, and advertise it in your window. Mistletoe is relatively inexpensive but is a big attention-getter.

6. Here are a few more ideas for effective floor selling:

★ Use small item tie-ins as much as possible. For instance, spot small appliances around major appliances—particularly such things as portable dishwashers—with a sign or other indication that the buyer of the major gets the small (but valuable) item free to "put under the tree." Or spot small radios around hi-fi and TV sections. The small radios can be used as closers when a prospect starts to walk or as an extra sale, particularly as an add-on to time contracts.

★ Contact one of your local charities that refinishes used toys for Christmas and offer to accept used toys in your store. Then advertise, "Something For Charity, Something For You" and offer a discount on gift appliances to anyone bringing in a used toy which the charity can use.

Hawaii calls... Gibson returns

VIA LAS VEGAS



Not since Fletcher Christian and his crew deposed Captain Bligh has there been such a demand for a return to Hawaii as that expressed by Gibson Dealers!

To avoid outright mutiny, and to give you the convention trip of a lifetime, Gibson will *return to Waikiki in '62!*

plus THAT FABULOUS GIBSON EXTRA

VIA LAS VEGAS



Every jet plane of Gibson Dealers, en route to Hawaii, will stop at Las Vegas for the biggest, continuous, Bon Voyage party ever held at the entertainment capital of the world!

Luxury accommodations at the world-famed Flamingo Hotel, star-studded shows at *both* the Flamingo and the Stardust.

Next day . . . on to Hawaii by Pan Am 707 Intercontinental non-stop Jet! Hawaii calls . . . Gibson returns!



AVAST!

HEAVE TO MATES . . . YOU MAY ALREADY HAVE WON THIS ALL-NEW 16 FOOT FIBER GLASS ALUMA CRAFT FAMILY CRUISER!

On the bow of the boat above is your individual Gibson Lucky Number — no two numbers alike! Take this Lucky Number coupon to your Gibson Distributor's Las Vegas Night Open House. He will have a list of winning numbers. If your number is one of these, you'll receive a \$1,249.00 value Monaco cruiser!

100 WILL BE GIVEN AWAY — YOU MAY BE ONE OF THE LUCKY WINNERS!





PICTURE YOURSELF IN THIS BEAUTY!



Put the family aboard and you're ready for skiing, fishing or cruising. OBC rated for 80 H.P., double-bottom, rigid-foam construction, concealed gasoline storage and hidden control cables. Sells regularly for \$1,249.00 and Gibson's giving away 100 of them!

Take your individual Lucky Number, printed on the reverse side of this card, to your Gibson Distributor's Las Vegas Night Open House. Check your number against his list of winners — you may be one of 100 lucky winners!

This offer open only to retail store owners and employees regularly engaged in selling appliances. You do not have to be a franchised Gibson Dealer in order to win. Offer not available in States where prohibited by law.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TAKE THIS CARD TO YOUR GIBSON DISTRIBUTOR'S LAS VEGAS NIGHT OPEN HOUSE.

OFFER EXPIRES NOVEMBER 30, 1961.

A black and white illustration of three women in swimsuits running. The woman in the foreground is wearing a dark swimsuit and has her mouth open as if shouting or cheering. She is being held from behind by another woman in a dark swimsuit. A third woman, also in a dark swimsuit, is running alongside them. The style is reminiscent of mid-20th-century magazine illustrations.

GIBSON LAS VEGAS NIGHT OPEN HOUSE DATES

DISTRIBUTOR		DATES	LOCATION	DISTRIBUTOR		DATES	LOCATION
ALABAMA				NEW MEXICO			
BIRMINGHAM	ELECTRIC CONSTRUCTORS, INC.	Oct. 11-12	Dist. Showrooms	ALBUQUERQUE	ALBERT M. MATHIAS & CO.	Nov. 14-15	Dist. Showrooms
ARIZONA				NEW YORK			
PHOENIX	ALBERT M. MATHIAS & CO.	Nov. 5-6	Dist. Showrooms	BINGHAMTON	CITY ELECTRIC CO., INC.	Oct. 25	Dist. Showrooms
ARKANSAS				BUFFALO	COOK DISTRIBUTING, INC.	Oct. 15-18	Dist. Showrooms
LITTLE ROCK	DOUGLASS DISTRIBUTING CO.	Oct. 15-16	Dist. Showrooms	NEWBURGH	NEWBURGH DISTRIBUTING CO., INC.	Oct. 19	Dist. Showrooms
CALIFORNIA				NEW YORK CITY	SPEED QUEEN ATLANTIC CO., INC.	Daily, Oct.	Dist. Showrooms
FRESNO	BILLINGS & SCHATTINGER	Oct. 29-31	Dist. Showrooms	ROCHESTER	NATIONAL SALES CO.	Oct. 17-18	Dist. Showrooms
LOS ANGELES	CHAGI-CUNNINGHAM, INC.	Oct. 24	Michael's Restaurant	SYRACUSE	CITY ELECTRIC CO., INC.	Oct. 23-24	Dist. Showrooms
LOS ANGELES	SUES, YOUNG & BROWN, INC.	To Be Announced		TROY	EMPIRE STATE WHOLESALERS, INC.	Oct. 24	Dist. Showrooms
SACRAMENTO	H. R. BASFORD CO.	Oct. 26-27	Sacramento Inn	NORTH CAROLINA			
SAN FRANCISCO	H. R. BASFORD CO.	Oct. 22-23	Dist. Showrooms	CHARLOTTE	JOE L. PLEASANTS, INC.	Oct. 25-26	Dist. Showrooms
COLORADO				RALEIGH	NASH-STEELE-WARREN, INC.	Oct. 17-18	Dist. Showrooms
DENVER	BOYD DISTRIBUTING CO., INC.	Oct. 15-17	Dist. Showrooms	NORTH DAKOTA			
CONNECTICUT				FARGO	FARGO GLASS & PAINT CO.	Oct. 12-13	Dist. Showrooms
HAMDEN	B. H. SPINNEY CO.	Oct. 25	Waverly Inn, Cheshire	OHIO			
DISTRICT OF COLUMBIA				CINCINNATI	CINCINNATI APPLIANCE WHOLESALERS	Oct. 17-18	Dist. Showrooms
WASHINGTON, D.C.	HYNES BROS., INC.	Oct. 18	Dist. Showrooms	CLEVELAND	ARNOLD WHOLESALE CORPORATION	Oct. 15	Dist. Showrooms
FLORIDA				COLUMBUS	APPLIANCE DISTRIBUTING CO.	Oct. 25-26	Dist. Showrooms
MIAMI	ELECTRIC SALES & APPLIANCES, INC.	Oct. 25	Dist. Showrooms	DAYTON	ALLIED SUPPLY CO., INC.	Oct. 25-26	Dist. Showrooms
TAMPA	HANDWERG DISTRIBUTING CO., INC.	Oct. 25-26	Dist. Showrooms	TOLEDO	TOLEDO APPLIANCES, INC.	Oct. 11-12	Dist. Showrooms
GEORGIA				OKLAHOMA			
ATLANTA	ELECTRIC SALES & SERVICE CO.	Oct. 25	Dist. Showrooms	OKLAHOMA CITY	GAS & ELECTRIC EQUIPMENT CO.	Oct. 22-23	Dist. Showrooms
SAVANNAH	ELECTRIC SALES & SERVICE CO.	Oct. 25	Dist. Showrooms	TULSA	GAS & ELECTRIC EQUIPMENT CO.	Oct. 15-16	Dist. Showrooms
ILLINOIS				OREGON			
CHICAGO	SAMPSON COMPANY	To Be Announced		PORTLAND	FOWLER DISTRIBUTING CO.	Oct. 17-19	Dist. Showrooms
PEORIA	PEORIA ELECTRIC APPLIANCE CO.	To Be Announced		PENNSYLVANIA			
INDIANA				GETTYSBURG	M. A. HARTLEY & CO.	Oct. 18-19-20	Dist. Showrooms
EVANSVILLE	OHIO VALLEY HARDWARE CO., INC.	Oct. 24	Dist. Showrooms	HAZELTON	CERULLO ELECTRIC SUPPLY CO., INC.	Oct. 23-25	Dist. Showrooms
FT. WAYNE	NATIONAL MILL SUPPLY CO.	Oct. 25-26	Dist. Showrooms	PHILADELPHIA	SAMUEL JACOBS DISTRIBUTORS, INC.	Oct. 12	Mariot Hotel
INDIANAPOLIS	LITTERAL DISTRIBUTING	Oct. 22	Dist. Showrooms	PITTSBURGH	J. A. WILLIAMS CO.	Oct. 22-24	Dist. Showrooms
SOUTH BEND	THE RIDGE CO.	Oct. 26	Dist. Showrooms	RHODE ISLAND			
IOWA				PROVIDENCE	RHODE ISLAND DISTRIBUTING CO.	Oct. 18	Dist. Showrooms
DAVENPORT	MIDWEST-TIMMERMAN CO.	Oct. 22	Dist. Showrooms	SOUTH CAROLINA			
DES MOINES	MIDWEST-TIMMERMAN CO.	Oct. 29	Dist. Showrooms	CHARLESTON	LEON PATAT & CO.	Oct. 25-26	Dist. Showrooms
KANSAS				SOUTH DAKOTA			
WICHITA	BARTON DISTRIBUTORS, INC.	Oct. 15-16	Dist. Showrooms	SIOUX FALLS	MCKENZIE DISTRIBUTORS, INC.	Oct. 16-17	Dist. Showrooms
KENTUCKY				TENNESSEE			
LOUISVILLE	FALLS CITY SUPPLY CO.	Oct. 24-25	Dist. Showrooms	CHATTANOOGA	HARWELL DISTRIBUTING CO., INC.	Oct. 19	Dist. Showrooms
LOUISIANA				KNOXVILLE	HARWELL DISTRIBUTING CO., INC.	Oct. 13-14	Dist. Showrooms
NEW ORLEANS	INDUSTRIES SALES CORPORATION	Oct. 22-24	Dist. Showrooms	MEMPHIS	W. L. ROBERTS, INC.	Oct. 11	Dist. Showrooms
SHREVEPORT	DUNCKELMAN DISTRIBUTING CO., INC.	Oct. 22	Shreveporter Highway Hotel	NASHVILLE	MODERN WHOL. DIST. CO.	Oct. 17-18	N. E. S. Auditorium
MAINE				TEXAS			
BANGOR	COFFIN & WIMPLE, INC.	Oct. 15-16	Dist. Showrooms	ABILENE	SUN APPLIANCE & ELECTRIC, INC.	Oct. 23-25	Dist. Showrooms
PORTLAND	COFFIN & WIMPLE, INC.	Oct. 22-23	Dist. Showrooms	CORPUS CHRISTI	SABINE SUPPLY CO., INC. (A/C ONLY)	Oct. 27	Sandy Shore Hotel
MARYLAND				DALLAS	STRAUS FRANK CO., INC.	Oct. 29-Nov. 11	Dist. Showrooms
BALTIMORE	LINCOLN SALES CORP.	Daily thru Oct.	Dist. Showrooms	EL PASO	ALBERT M. MATHIAS & CO.	Oct. 31-Nov. 2	Dist. Showrooms
MASSACHUSETTS				HARLINGTON	SABINE SUPPLY CO., INC. (A/C ONLY)	Oct. 25	Flamingo Hotel
BOSTON	ALLIED APPLIANCE CO.	Oct. 25-26	Dist. Showrooms	HOUSTON	STRAUS FRANK CO., INC.	Oct. 22-24	Dist. Showrooms
SPRINGFIELD	B. H. SPINNEY CO.	Oct. 26	Dist. Showrooms	SAN ANTONIO	CENTRAL DISTRIBUTING CO.	Oct. 15-16	Dist. Showrooms
MICHIGAN				SAN ANTONIO	SABINE SUPPLY CO., INC. (A/C ONLY)	Oct. 22-23	Dist. Showrooms
DETROIT	PENINSULAR DISTRIBUTING CO.	Oct. 23-25	Dist. Showrooms	UTAH			
GREENVILLE	VINING SALES	Oct. 18-19	Greenville C.C.	SALT LAKE CITY	WALTER B. LLOYD CO.	Oct. 11	Aviation Club
MINNESOTA				VERMONT			
MINNEAPOLIS	G. P. DERICKSON CO.	Oct. 22	Dist. Showrooms	RUTLAND	VERMONT ELECTRIC SUPPLY CO.	Oct. 25	Bardwell Hotel
MISSISSIPPI				VIRGINIA			
JACKSON	APPLIANCE DISTRIBUTORS OF MISS., INC.	Oct. 18	King Edward Hotel	BRISTOL	MITCHELL-POWERS HARDWARE CO.	Oct. 16	Hotel Bristol
MISSOURI				NORFOLK	GOODMAN ELECTRIC SUPPLY CO.	Oct. 18-19	Dist. Showrooms
KANSAS CITY	INTERSTATE DISTRIBUTORS	Oct. 15-16	Dist. Showrooms	RICHMOND	E. A. HOLSTEN, INC.	Oct. 10-11	Dist. Showrooms
ST. LOUIS	BROWN SUPPLY CO.	Oct. 15	Dist. Showrooms	WASHINGTON			
SPRINGFIELD	ROGERS & BALDWIN HARDWARE CO.	To Be Announced		SEATTLE	J. W. PHILLIPS DISTRIBUTING CO., INC.	Oct. 8	Dist. Showrooms
MONTANA				SPOKANE	TUBBS ELECTRIC CO.	Oct. 16-17	Dist. Showrooms
HELENA	D. N. LATUS & CO., INC.	Oct. 16-20	Dist. Showrooms	WEST VIRGINIA			
NEBRASKA				CHARLESTON	ESKEW, SMITH & CANNON, INC.	Oct. 17	Dist. Showrooms
OMAHA	K. K. CO., INC.	Oct. 22-23	Dist. Showrooms	WILLIAMSON	PERSINGER SUPPLY CO.	Oct. 18	Mountaineer Hotel
NEW JERSEY				WISCONSIN			
ATLANTIC CITY	KEARNS, INC.	Oct. 26	Dist. Showrooms	MILWAUKEE	STANDARD ELECTRIC SUPPLY CO.	Nov. 1	Kaiser Knicker-

Hawaii calls... return with

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan. Subsidiary of HUPP Corporation

What You
Should Carry
For
Christmas

Housewares Distributors



A Westinghouse cookie clinic, with demonstrator, decorations and prizes, was part of one San Francisco appliance store's 1960 Christmas housewares promotion.

San Francisco To Stress Big Ticket

"At least as good as last year and probably a good deal better," is how distributors in this area described the outlook for the Christmas selling season.

Orders have been more frequent and usually bigger than last year according to the majority of distributors contacted.

In spite of a keen competitive market, distributors don't expect any sharp price movement during the Christmas season. According to one distributor, "The situation could change because this year there seems to be more competition than usual. The way the market is shaping up, everything seems to be either price or the deluxe deal—nothing in between."

Retailers in San Francisco are equally optimistic. Here's what they're saying:

"Things are great all over. Christmas will definitely be better than last year," Macy's housewares buyer said. "We've just finished a housewares fair which kicked off the Christmas season and the end of this month we'll have a storewide sale that will carry us right into the middle of it." He claims that can openers "are terrific" and should be big sellers again this year. "The non-electric greaseless frypans—the good ones—have

held and they're selling despite price cutting. The greaseless type seems to appeal to the regular frypan purchaser, not the electric frypan customer. Things are getting better," he claims, "people are buying higher-priced, better quality merchandise. People have money."

The housewares buyer for Hale's department store thinks can openers, hair dryers and greaseless frypans will be this year's outstanding Christmas items. "It definitely takes price to bring people in," he continued. "We sell a lot of better quality merchandise because we've trained our personnel in the art of selling up. I think quality at a price is an answer to today's competitive situation," he explained. "You can't sell junk at Christmas time. You must give them a good price for their money; the consumer is not about to be misled."

"Business is running about 8% ahead of last year," another San Francisco retailer said. "The emphasis is on the high-ticket merchandise this year," he continued, "and that represents a big change from last year. People are buying better this year, but then, we were emphasizing the cheaper stuff last year for promotions." He predicted that can openers, waffle irons and hair dryers will be the items that will bear watching this Christmas.

L. A. Jobbers, Yes. Dealers, No.

Local distributors are extremely optimistic and loudly proclaim that this Christmas will be the best in many years. But retailers—to put it mildly—don't exactly agree with their suppliers.

Here's what they're saying in both camps:

Carl Obergh, Dooley's Hardware Mart, Long Beach, believes, "Selling housewares will be a lot rougher this year. There are more discount houses coming into the picture. This will force prices to rock bottom in some areas. So," he continued, "while I think there will be more consumers who will buy more this year, total sales will be split up more between discount houses, department stores and small electrical houses. That means smaller profits for all."

Dooley continued, "Even department stores like May Co. will be cutting prices. There's no profit in housewares or small electrical appliances any more. It's the manufacturers who do the landslide business. For dealers, housewares is an economic suicide deal."

Dooley's is doing nothing to encourage Christmas housewares buying. "We don't make any money any more on the small electrical things," Dooley said, "so why push them." He predicted people would be buying even more conservatively

And Retailers Look Ahead To Christmas

this year, and low-ticket items will undoubtedly be the best sellers.

J. F. Davis, manager of the Hollywood Electric Appliance Co., Santa Monica, said housewares business has been about the same for the past three years. He sees no change coming this year. "Distributors are trying to encourage us to buy. They tell us that we'll be back into the dealer's market soon and that legitimate dealers will get the better deal," he said. "But we're throwing out all small appliances after being in the business for 30 years. There's too much price cutting and too many junk items," he continued. "People are oblivious to quality and reputation. Good merchandise suffers. I tell customers if they want small appliances to go to the discount stores." Davis went on to say that though he does some business in the higher ticket housewares, he doesn't plan to get much out of them at Christmas.

Larry Downing, Downing Appliances, Van Nuys, said that since he expects Christmas sales of housewares to be only as good as last year, he doesn't expect many sales and is doing nothing to encourage holiday buying. He claims he will only buy electric housewares on demand.

However, distributor Howard Zimmerman, Wesco Merchandise Co., Vernon, said that judging from dealer reactions, the outlook for Christmas business is good particularly in higher-ticket items and in gift wares. "Buying is already ahead of last year," he pointed out. "Corning Ware, Pyrex sets, and electric can openers will be especially hot. Greaseless frypans will probably be spotty at Christmas, according to Zimmerman.

Ted Dryer, Dryer & Love, Los Angeles distributor, also reported that buying is ahead of last year. "All the distributors that I've talked to say business is up," said Dryer. "Anything that can be used giftwise—dressed up, decorated housewares—should be hot this year."

Seattle Seeking To Break '60 Mark

But it's better than the word implies. The question involved is will business be as good as last year—a record year in Seattle—or only almost as good. Either way, distributors and dealers here look for a good Christmas selling season.

Ken Martin, housewares sales manager for General Electric Supply Co., said December may not be as good as last year when late Christmas buying boomed sales to record figures, but he expects more early buying this month and next month than last year when October and November were unusually quiet. Martin predicts that electric hair dryers will be fast movers, as they were in 1960. He expects electric can openers to be "only fair" and thinks non-stick frypans will be really hot.

Donald Peck, housewares sales manager for Graybar Electric Co., expects a "very good" Christmas with steam and spray irons as the hottest items in his camp. He believes hand mixers and clocks will move well and electric can openers "will be even bigger" than last year. "Electric hair dryers also are moving well, he observed. He claims he has heard no clamor for greaseless frypans. He added that stainless steel cooking utensils also show signs of moving.

J. G. Cairns, housewares sales manager, Seattle Hardware Co., finds "business is definitely strengthening." Cairns believes that the "bubble has broken on electric frypans" and sees nothing hot among individual items this year. But he does see a trend toward high-ticket quality merchandise this year.

On the retail scene, the housewares manager for a large Seattle department store expects "an excellent Christmas, the biggest ever." He looks for the biggest sales to be in the "gift" items, such as wooden bowls, pepper mills, ceramics and serving trays. In electrics, he expects can openers and hair dryers to be big again and electric frypans to be extremely hot. "We plan to promote

across the board with no special emphasis on either low end or high-ticket items," he concluded.

Richard Baker, housewares buyer for Butler Brothers, a suburban department store, expects electric can openers to sell better than hair dryers. He has little hope for frypans this year—claiming they're not gifty enough to satisfy many Christmas shoppers. Baker predicts that consumers will be very gift conscious this year and he plans no price promotions of electric housewares.

Christmas Outlook Cheers Dallas

Distributors here forecast housewares sales increases from 5% to as high as 25% for Christmas. As for retailers, some predicted sales would be up as much as 10%, while at least one claimed the situation was so bad he will be de-emphasizing housewares this year. Here's what's happening in Dallas:

Otis Higdon, buyer for Huey & Philip Co., local distributor, asserts, "Our housewares business is going to be 25% better than in 1960; but that's primarily because we have one less distributor to spread the business around now."

At Butler Brothers, another distributor, a spokesman predicted business would be up about 5% over last year.

At Graybar Electric Co., a representative for the distributor pointed out that business started a little later this year, but that it's moving at a faster rate than it did in 1960.

Westinghouse Electric Supply Co. Sales Manager John Poole said: "Business was sluggish in the past, but it should be at least 10% better this year."

Distributors in Dallas think the hot non-electrics this year will be Corning Ware and Rubbermaid products, as well as hand operated can openers and cutlery. Electric hair dryers, can openers, frypans, irons and roasters will top the list of fast-moving electrics.

Weldon Ramsey, manager of a five-store chain of Goodyear Service Stores, thinks "business will be about 10% better than last year." He is already encouraging layaways and emphasizing the high-ticket items.

"Housewares have always been popular items and I think they'll be quite good for us this Christmas. There was a time when we were losing in small electrics but this year should be different," commented Bert Kessel, Kessel Hardware & Appliance Store.

But Duke Doyle, owner of Duke Doyle Appliance Inc., isn't sure whether he'll even handle housewares this Christmas. "We haven't bought any housewares yet," he asserted, "If it looks as though there are going to be more price wars, we won't buy any."

Dallas retailers pick electric percolators, can openers, hair dryers and steam irons as their big electric housewares for Christmas. And cutlery, Corning Ware and Revere Ware win the nod for non-electrics.

Except for Doyle, retailers don't foresee any drastic price movement for Christmas but most of them will push low ticket items.

Atlanta Stores See 7%-15% Rise

Retailers here started buying early and are still buying in anticipation of sales 7% to 15% ahead of last Christmas. Distributors reported they are buying more this year than in 1960 and inventories are in good shape.

Here's what they're saying in Atlanta:

Edgar Lindgren, owner of the two-store Suburban House chain, predicted a good Christmas selling season and his stores are doing more direct mail advertising in anticipation of this year.

So far, according to Lindgren, the middle and low ends of the lines are moving best and the trend will probably continue through Christmas.

Continued on page 25

A Buying Office Makes Some Yule Suggestions To Its Stores

In a memorandum sent to its stores across the country, one large resident buying office is making the following suggestions for pre-Christmas promotions:

In October, November, December, time to emphasize the GIFT look in Housewares . . . Every store should have . . .

- . . . Ice Bucket Shop
- . . . Cutlery and Carving Shop
- . . . Woodenware Shop
- . . . Basket Shop
- . . . Buffet Shop

These are areas that offer better markup opportunities . . . these are areas that sell better in the Fall.

Second, Electric Housewares make excellent gifts . . . feature your own brand . . . for a better markup in this highly competitive classification.

Third, make sure your basic assortments are in stock . . . Corning Ware, Ekco, Revere and Farberware, etc. These are bought for the customers own use . . . and as gifts.

And here are items that you should be promoting this Fall:

#1 ACTION ITEM—GREASELESS COOKING
—well over 25,000 Greaseless Fry Pans sold by [buying group's] stores this year. The best and most profitable value is our French

import from Francier costing \$1.60 and \$1.80 for the 9" and 10½".

Up coming are Greaseless Teflon coated bakeware . . . cookie sheets, bread pans, cake pans, muffin pans—let's ride this winning horse!

PROMOTIONAL ELECTRIC CAN OPENER—HOT! [one of the group's stores] sells 1,000 Crest openers in 2 weeks at \$6.98—cost \$5.97 less \$1 advertising allowance.

"HONEY" MAPLE FINISHED (UNPAINTED) FURNITURE HOTTEST bulk classification. [one of the group's stores] sales over \$30,000 retail in 3 months. Best unit, 3 piece set \$66 retail.

WARDROBES AND CABINETS bring big volume. Using basic bases and cabinets plus gimmick items like Roto Desk, Room divider cabinet . . . Elm Jay or local resource.

FALL PLANNING TIPS. Plan pre-season promotion on snow throwers—advance sell them before the snow flies—best values from Power Equipment and Lawnmaster—tremendous 1960 item in few stores . . . could be bigger this year in many more stores in "Snow Belts."

This is the big dishwasher line

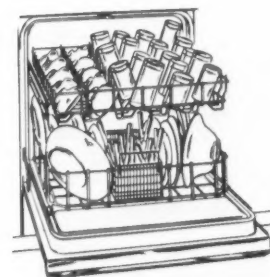


Portable Model SP-402

Top portable, bigger, more powerful than any other. No hand rinsing or scraping, new 3-way washing action, new Lift-Top rack for easy loading.

*washes, dries place settings for 15 people

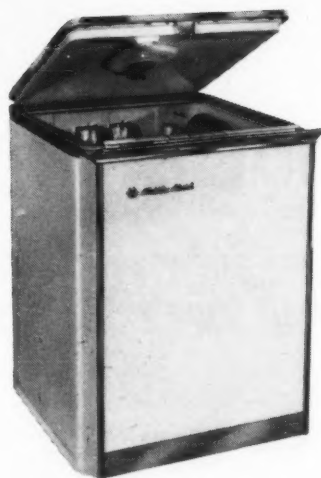
All three of these undercounter models have drop doors.



*NEMA Standards. General Electric holds more place settings for more people than any other dishwasher.

⌋ Ready now for the big Christmas selling season. ⌋

for 1962 It has built-in sales appeal and profits for you. It has the biggest capacity* portable and drop-door models made. It has more exclusives, including the new 3-way washing action and Power Shower. It has more models, more colors and a wider price range, including a crowd-wowing model at about \$149.95. And it is backed by the biggest advertising and sales-promotion program in dishwasher history!



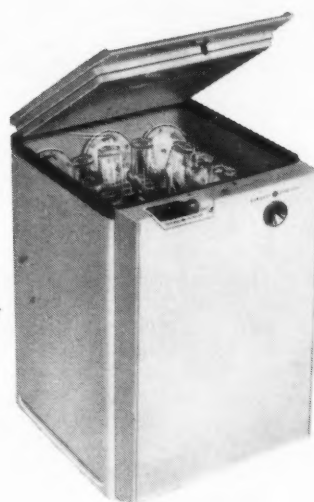
MODEL SP-50W

Exclusive Power Shower, Flushaway Drain . . . 3-cycle push-button control.
*washes, dries place settings for 12 people.



MODEL SP-202

Exclusive 2-way dishwashing action . . . Exclusive Power Shower and Flushaway Drain.
*washes, dries place settings for 12 people.



MODEL SP-102

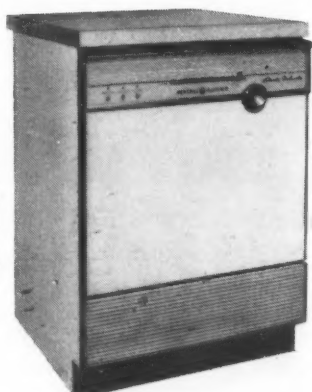
Lowest price ever for a Mobile Maid®. Advertised at about \$149.95.
*washes, dries place settings for 12 people.

Progress Is Our Most Important Product
GENERAL ELECTRIC



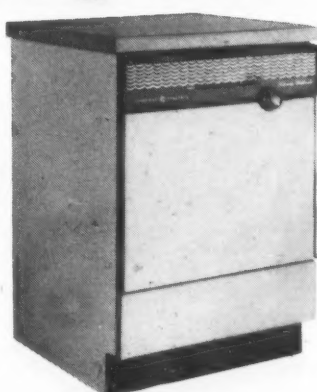
MODEL SD-402

3-way washing action, 3-cycle push-button control, Sparkling Rinse Dispenser.
*washes, dries place settings for 16 people.



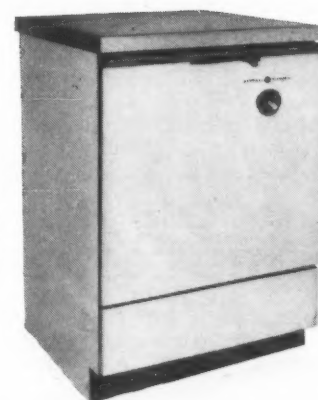
MODEL SD-302

Exclusive 3-way washing action.
*washes, dries 15 place settings.



MODEL SD-202

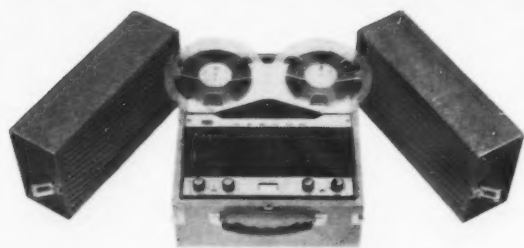
Exclusive 2-way washing action.
*washes, dries place settings for 14 people.





this little black box is money in your bank!

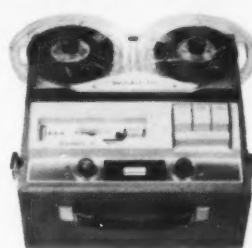
Webcor's new Slide Synchronizer—the brain that synchronizes voice and vision—advances slides on most remote control slide projectors—in sync with any of these 1962 Webcor tape recorders:



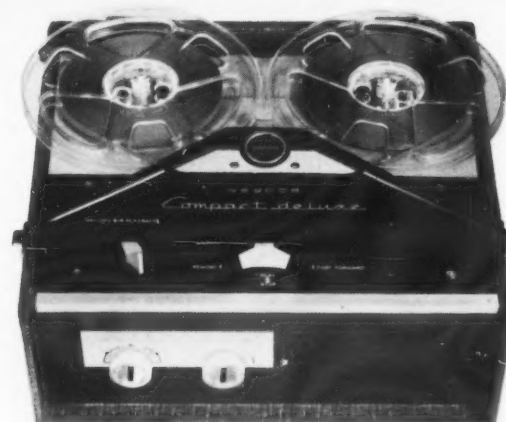
REGENT STEREO-LITE—2206
Stereo tape playback



ROYALITE III—2201
Stereo-equipped



REGENT II—2205
Hi-Fi feature-loaded



Even the new \$99.95 COMPACT DE LUXE 2202 is equipped with a slide synchronizer jack.

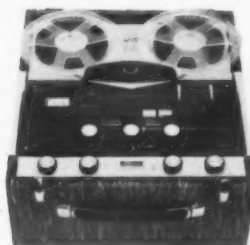
WEBCOR IS BUILT
with an ear to your future



**CALL
YOUR
WEBCOR
DISTRIBUTOR
TODAY!**



VISCOUNT—2203
Hi-Fi record-playback



REGENT CORONET—2207
Stereo record/playback

WEBCOR, INC., CHICAGO, ILL. TAPE RECORDERS, PORTABLE AND CONSOLE FONOGRAPHS, RADIOS, COMPONENTS, DORMEYER APPLIANCES AND POWER TOOLS.

ELECTRICAL MERCHANDISING WEEK



Jobbers And Dealers Expect Can Openers And Hair Dryers To Be Hottest Yule Electrics

CONTINUED FROM PAGE 21

Party accessories and 34-cup automatic percolators—listing from \$18.75 to \$24.95—promise to be Lindgren's hot electrics and greaseless frypans his hot non-electric items.

The vice president of an Atlanta hardware chain claimed: "September buying showed a sharper pickup for that time of year than we have seen in several years." He picked non-stick frypans to win his top seller award and predicted that 99% of the greaseless sales will be non-electrics. As far as prices are concerned, he foresees no definite upward or downward trend, but he feels that most of the business will be clustered around middle and low-end items.

"This season's sales should run about 7% ahead of last year," said an official of another Atlanta chain.

Atlanta's housewares distributors expect this Christmas to be bigger and better than last year. To a man, the five housewares distributors in Atlanta claim that retailers are buying more this year and that they are buying better quality products.

Miami Expects A Merry Christmas

There's strong feeling here that electric and non-electric housewares sales are going to be good this Christmas. Dealers and distributors attribute their outlook more to improved housewares business than to any improvement in general economic conditions.

"People haven't bought much of this stuff in a long, long time," pointed out William Dennis of Allapattah Firestone. Ray Edwards, non-electrics housewares buyer for Shell's City supermarket, explained, "Ten years of groundwork on housewares is really beginning to pay off."

Jefferson Stores' buyers Howard Esch and Mel Rosenstein pegged their outlook on what's happening in-store. Said Esch, non-electrics buyer: "I think it's going to be a very big Christmas as we have been showing a steady increase so far this year."

Lee Hollowell of Graybar Electric is hopeful, while distributor Joe Gorski of Emmer Housewares declared the situation is "easing up." The latter commented, "The fall season looks very good judging from the results of a just ended two-day company dealer show."

"Pricing will be from one extreme to the other," remarked Dennis, who plans to display regular prices and a discount price on all items.

"Pricing is pretty rock bottom," declared Rosenstein, adding that all his electrics will be discounted.

Esch at Jefferson's and Edwards at Shell's will put the emphasis on medium and high-ticket merchandise.

Business the last quarter will be good enough, thinks retailer Dennis, so there will be no need for a lot of advertising. Other dealers, though, already have or soon will advertise Christmas items heavily and push the layaway.

Casual types of items, such as glassware, casseroles, trays and glass barware will be in demand at Christmas, believe non-electrics buyers Esch and Edwards. They and Dennis see no demand for non-stick frypans, although Edwards moved 21 dozen Federal enamel pans within a two-day period.

Electrics—particularly electric frypans, toasters, hair dryers, can openers and irons—will be good, figured Dennis and Rosenstein.

Buying generally has not been any earlier this year, but retailers plan to order heavily.

Coram at Raybro said, "We went ahead and are moving large quantities." Low dealer inventories were cited by Hollowell at Graybar for his stocks being more balanced than in the past.

Washington Yule Forecast: Unsettled

The outlook for Christmas business in the nation's capital is mixed. For the most part, distributors anticipate a good selling season with increases between 5% and 20%. But retailers are more cautious. Because some retailers don't foresee much housewares activities this Christmas, they'll only be giving token space to the category in their stores this year. Here's what Washington, D. C. retailers and distributors told EM WEEK about the outlook for Christmas business:

A housewares distributor said he noticed an increased rate of sales within the last eight weeks and claims that he will do "20% better than last year."

Another wholesaler who works through a catalog drop-shipment method also predicted a business upsurge this year. He pointed out that "quite a few" stores were starting to promote Christmas in September.

According to distributors, the items that will be the hottest this year include Corning Ware, steam irons and electric can openers. Greaseless frypans—both electric and non-electric—will do well but not as well as expected earlier in the year. Promotional items such as electric coffee-makers won't be too big.

On the retail side at least one retailer, Buddy Goldman of Todd's expects a "good season, stronger than last year in traffic and housewares."

The big products this year, according to Goldman, will be the basic carryovers from 1960. He expects to see electric shoe polishers, electric can openers, high-ticket serving trays, 40-to-70-cup coffee makers and Corning Ware leading the sales parade.

Todd's is going strongly into secondary brands this year. "We're playing down the top lines," he said. "A store can't get by with private labels, so this is just a change in emphasis, not direction."

Although the Todd's outlook is optimistic, other Washington retailers don't see a large Christmas housewares season.

"There's no reason why we should go on battering our heads against stone walls," one dealer summed up his feelings. He explained that he plans to stick with majors this year because he sees his over-all small appliances profits in a continued downward trend. "Mrs. Jane Q. Public doesn't come here (his discount store) for small appliances," he said. She goes to the chain stores which are stocking housewares—and cutting prices too."

Dowd's suburban Washington store also expects to put the emphasis on major appliances. They'll carry a limited housewares inventory "mainly to keep our steady customers happy."

Boston Stores To Push Non-Stick

Housewares distributors and retailers in this area unanimously expect this year's Christmas business to surpass last year's. Estimates of probable increases range from 5% to 20%. Distributors generally report they have stocked up some 10% higher than a year ago in anticipation of good pre-Christmas business.

Housewares retailers advise that they have

been waiting until the beginning of this month to get their Christmas promotions into high gear because of the concentration of many consumers on back-to-school soft goods. An exception to this has been the promotion of greaseless frypans which has been extensive in the past three weeks. Public interest has been high and they are expected to be hot Christmas items, although there is concern that some of the edge may be taken off the market because of low prices on some of the pans—already as low as \$2.77 for porcelain-coated pans.

"Fall Festivals" are being used by many retailers who claim these promotions are helpful in subsequent sales build-up programs that will start in earnest for Christmas after Thanksgiving.

Some promotions in fact signal a new dual promotional policy—back-to-school or fall festivals with good potential for carry-through to Christmas. Thus, Raymond's department store has been hitting hard at sewing machines which mothers are likely to buy now or on budget for Christmas. Alarm clocks and irons have also been pushed by Raymond's as having a back-to-school interest that can be exploited through the Christmas season. Similarly, Jordan Marsh has been pounding and getting good results on Mary Proctor steam irons and automatic toasters. Jordan's also is hitting Lady Casco electric blankets. Jordan's feels that electric blankets will be top items this Christmas.

Dealers and distributors agree that combination floor polisher-scrubbers will be good numbers for Christmas.

There is considerable doubt at all levels on the potential for electric can openers this year; sales were spotty last Christmas. But prospects for the combinations with knife and pencil sharpener are brighter.

John Cafisco, general manager of Silver Lake Hardware, Wilmington, Mass., claims, "Electric can openers have been slow. There has been a lot of interest in greaseless frypans and sales will probably be high for Christmas."

Thomas Devine, housewares buyer at Middlesex Supply Co., Lowell, Mass., told EM WEEK, "We haven't done much yet with greaseless frypans. Electric can openers have been good all year and this Christmas we're expecting big things from the combination units. Rotisseries have been sleeper items that should continue to be good this year. And we'll be pushing," Devine continued. "We're offering lay-aways and other plans to encourage early buying."

Jack Rule, appliance manager of the Boston-based J. M. Fields chain, expects this Christmas to be one of the best in the past four years. He claims that money is more plentiful than it was last year and that a lot of it will be spent on housewares. Rule's promotional plans call for heavy emphasis on layaways which he describes as extremely good forms of insurance for Christmas business.

A spokesman for the St. Onge Hardware & Supply Co., Dracut, Mass., expects a much better Christmas than last year. "We have a lot of greaseless frypans," he said, "and they had better move or we'll be stuck with them even if nothing can stick on them. But it really looks like they'll be hot. It may sound surprising to some distributors," he went on, "but another good item that has been moving well all year and we're pushing among our retailers for Christmas is the electric hair dryer. Women want them in a big way."

Continued on page 28

ALL NEW ZENITH SPECIALLY DEVELOPED FOR







**ALL-NEW 5-PIECE[®]
GIFT PACKAGE!**

**ALL
NEW**

ZENITH ROYAL 500 DELUXE

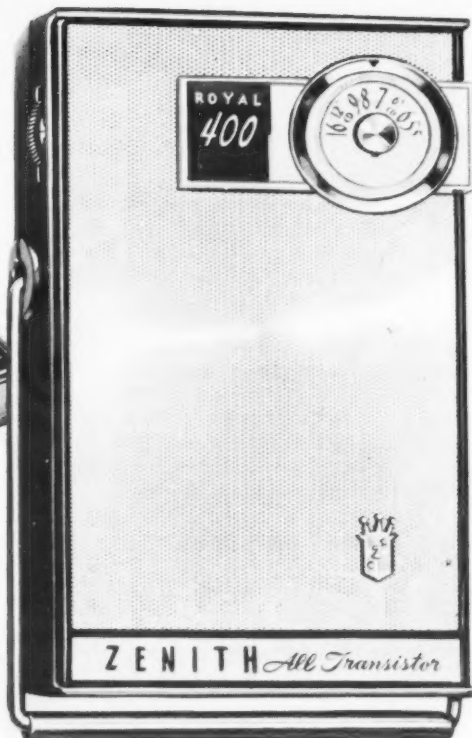
Biggest speaker, widest tone range ever in a pocket radio!

The most beautiful pocket radio ever created, with the revolutionary new Zenith "Extended Range" Speaker—the first 5" x 3" speaker ever put in a pocket radio. Gives clearer high notes, richer low notes—up to 4 times the volume of other radios the same size!

-  Elegant simulated leather jewel case!
-  Genuine pigskin custom carrying case!
-  Earphone attachment for private listening!
-  Four batteries!



**ALL-NEW 4-PIECE[®]
GIFT PACKAGE!**






**ALL
NEW**

ZENITH ROYAL 400

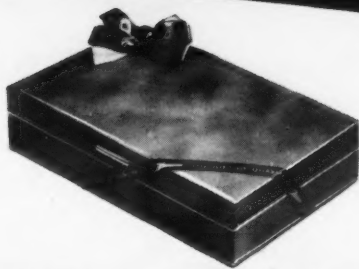
The pocket radio that outperforms all others near its price!

A dramatic new pocket radio design, with Zenith's exclusive new "Extended Range" Speaker for the richest sound, widest tone range ever heard in pocket radios. Delivers up to twice the sound you get from other 100-milliwatt audio output radios!

-  Elegant simulated leather jewel case!
-  Genuine leather carrying case!
-  Four batteries!

MERCHANDISING PACKAGES EXTRA HOLIDAY SALES!

FEATURING



ZENITH'S FASTEST SELLING FINEST TRANSISTOR RADIOS IN EXCITING NEW GIFT PACKAGES!

**SPECIAL NEWSPAPER AD MATS!
TRAFFIC-BUILDING WINDOW DISPLAYS!
PROFITABLE NEW GIFT PACKAGE DEALS!
ALL AT YOUR
ZENITH DISTRIBUTOR'S NOW!**

Now Zenith wraps the world's most-wanted pocket radios in new money-making Christmas merchandising packages. Here are Zenith's three best-selling all-transistor pocket radios in fine quality gift-box ensembles, *specially-developed* to bring in extra holiday sales. Find out about this exciting new Christmas merchandising program at your Zenith Distributor's today. And ask him about your special gift package deals designed for *extra profit in every package!*



**ALL-NEW 4-PIECE
GIFT PACKAGE!**

**ALL
NEW**

ZENITH ROYAL 50H

America's finest shirt pocket radio!

The powerful little Zenith that performs superbly—and does it on two ordinary penlite batteries. Custom Zenith quality, new colors, new styling, to attract volume sales!



Deluxe gift box!



Custom carry case!



Set of batteries!

**PLAN NOW FOR THE GREATEST HOLIDAY SALES EVER!
GET ALL THE DETAILS FROM YOUR ZENITH DISTRIBUTOR!**



ZENITH RADIO CORPORATION, CHICAGO 39, ILL. NO. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively. Specifications subject to change without notice.

ZENITH

*The quality goes in
before the name goes on*

OCTOBER 9, 1961

27

What You
Should Carry
For
Christmas.

Corning Ware Seen As Top Yule Item

CONTINUED FROM PAGE 25

"An excellent Christmas is ahead for the housewares industry," reports Allan Bikofsky, housewares sales manager, Milhender Distributors, Inc., Boston.

Walter Mahoney, general manager, Emcee Distributors, Lowell, Mass., expects a big buying surge during this month. "A lot of retailers have waited until October to buy so that they could arrange a dating program and pay after Christmas."

Retailers and distributors in the Boston area generally are agreed that Christmas prices will be about the same as last year. A few retailers anticipate lower prices because of competition from discount houses.

Cleveland Stores To Emphasize Price

That's what distributors and retailers here are claiming. Distribu-

tors base their bright hopes on heavy early buying, and retailers figure 1960 was so bad, this year has to be better. Retailers don't see a single product getting the nod as Santa's favorite for 1961. But they figure, if any do rate as outstanding, hair dryers in electrics and buffet-servers in non-electric are likeliest.

Stores believe 1961 will be remembered as being a "very price conscious season," with low ticket items getting the biggest play. But

they don't look for any real price changes during the season.

Here's what Cleveland's distributors and retailers are saying about Christmas 1961:

Housewares distributor Jules Spector of Louis L. Schaeffer, Inc. thinks there should be at least a slight pickup in Christmas business this season as compared to the same period in 1960.

"Buying is a little ahead of last year already," Schaeffer said. He doesn't think that this year will see any really hot products that could match last year's electric can opener boom. Schaeffer foresees no general price changes during the Christmas selling season. "There might be a few ups and downs," he said, "but it will be pennies and prices will average out to about the same level as last year."

Ted Hill, General Electric Supply Co., described the situation as much better right now than it was last year at this time. "Hair dryers might be this year's big item," Hill said, "but it's hard to tell. All merchandise is moving well." Prices should hold about even with last year's, according to Hill. "There might be a few increases," he went on, "but very few reductions. I don't think prices can go much lower."

"This year will definitely be a price Christmas," said William Gallop, housewares buyer for Wm. Taylor and Sons department store. Gallop predicted "a terrific increase in Christmas business this year" and is encouraging lay-aways now. "Price competition will be tough," he said, "but department stores will definitely be meeting the discount houses."

The housewares buyer for another downtown Cleveland department store agreed all signs point to a good Christmas season, but he's concerned about the trend toward low-end items evidenced by current consumer buying. "It will be a very price conscious Christmas," he predicts. "The low ends of the lines are getting most of the attention now and it doesn't promise to be reversed by Christmas."

"Christmas will have to be good this year," said a suburban Cleveland retailer. "We're counting on it to pull us out." He explained that last year was bad for his operation because he couldn't meet the competition from discount houses and department stores. He thinks that the 1961 Christmas season will be better but he feels that most of the emphasis will be on low-ticket items because "things haven't improved that much around here."

Detroit Sales Expected To Be Up

Housewares distributors weren't too happy with sales last month during the automobile strike. But even then most of them were predicting that sales would be at least as good as 1960 once the auto workers got back to work. Now that the strike has been settled, distributors predict business will bounce back and exceed that done last year.

Continued on page 47

1,146 SOLD TO DATE!
OVER \$10,000 AT RETAIL
A store in SAN FRANCISCO

100 SOLD!
A store in TOLEDO

SALES TO DATE...458!
A store in DENVER

200 SOLD!
A store in DES MOINES

4 MONTHS 4 RE-ORDERS!
A store in TOPEKA

41 SOLD FIRST DAY!
A store in PROVIDENCE

65 SOLD FIRST DAY!
A store in NEW HAVEN

ORDERED AND RE-ORDERED!
A store in WORCESTER

317 SOLD TO DATE!
A store in DENVER

850 SOLD TO DATE!
A store in LOS ANGELES

Buyers say:

"THE HOTTEST ELECTRICAL ITEM IN YEARS!"



MIRRO ELECTRIC BROILER

proves itself over the counter, across the country!

4 Good Reasons-why, for This Sensational Sales Success

1. It's the only broiler on the market that offers such high quality at low price with good margin.
2. It's the only broiler on the market with exclusive Safety Hinge that lets top stand open for convenient serving and detach completely for easiest cleaning.
3. It's the only broiler on the market that is nationally advertised to your trade.
4. It's the only broiler on the market with the known, accepted MIRRO name.

If you're not already riding with this winner, place your opening order, NOW! There's money being made on the MIRRO Electric Broiler, every selling day. Some of it should be yours!

RETAIL
\$9.95
with cord

MIRRO ALUMINUM COMPANY • MANITOWOC, WISCONSIN
Fifth Avenue Bldg., New York 10 • 145 King St. (Warehouse), San Francisco 7 • Merchandise Mart, Chicago 54
World's Largest Manufacturer of Aluminum Cooking Utensils



New! From Westclox!

dia|lite

BY DAY BY NIGHT



Dial glows at night for full visibility.

Easy to read night or day. Easy to sell anytime.

Available in three handsome models. Dunbar #20076 (above right) in antique white, retails at \$6.98. Dialite Drowse #20106 (center) with exclusive sleep selector and antique white case, \$7.98. Drowsewood (left) features sleep selector, and solid walnut side panels in striking new design. It comes in two types—beige with lighted dial #21038 retailing for \$12.95; with luminous dial #21036 at \$10.95. Dialite is offered in open stock and in two display assortments —#29010 contains two Dunbar and two Drowse models, total retail value, \$29.92; #29011 contains one Drowsewood, two Drowse and one Dunbar, total retail value, \$35.89. Display is free.



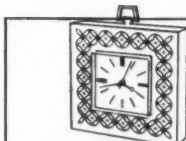
NEW ELECTRIC ALARM
...lets you drowse 5 or 10 min.
longer!



NEW! From Westclox! DROWSE

Exclusive Sleep Selector permits 5 or 10 minutes extra sleep.

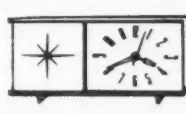
Profit assortment #29007 contains 4 Drowse electrics. One Buckskin Beige with plain dial. Two Antique White with luminous dial. One Seaspray Green with luminous dial. Total retail value \$26.92. Models sell for \$5.98 and \$6.98. Display is free. Open stock also available.



VARIETY. Wall electric. 9" square. Mounts flush. Black with gold color accent. \$9.98 retail.



ASPEN. Electric alarm. Superbly styled. Luminous dial. Sweep second hand. \$7.98 retail.



MOONBEAM. Silent electric alarm. Arouses with flashing light, then audible signal. \$11.95 retail.



MADemoiselle CAMPUS WATCH
By WESTCLOX...
BIGGEST FASHION
HIT IN YEARS!

All prices subject to tax.

THE NEW WESTCLOX® BEST CLOCKS ANYWHERE

WORLD'S LARGEST MAKER OF WATCHES AND CLOCKS ■ DIVISION OF GENERAL TIME CORPORATION, LA SALLE, ILLINOIS



1-2-3- FREE PROFIT OPPORTUNITIES — END NOVEMBER 11

what's
new
from
General
Electric



All Stainless-Steel Coffee Maker—counts the cups!

Here's General Electric's newest entry into the coffee-maker field. Stainless steel right down to the coffee basket. Beautifully styled right up to the fussiest tastes in Danish Modern. Peek-A-Brew®, too—the handy little “counts the cups” gauge General Electric has made so famous. Your customers will like it. So will your wife. Get one for her when you order.

GENERAL ELECTRIC CO., PORTABLE APPLIANCE DEPT., BRIDGEPORT 2, CONN.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



New oval shape—the newest look in coffee makers! So wide your whole hand can reach in for easy cleaning!

ELECTRICAL MERCHANDISING WEEK

What You
Should Carry
For
Christmas

What 7 Electrics Producers Are Planning For Christmas

Manufacturers of electric and non-electric housewares all are predicting that the next three months will constitute the best selling season the industry has seen in a long time. They all proclaim Christmas will be a lot better than last year. The only clouds some manufacturers see on the Christmas horizon are the possibilities of auto and steel strikes.

Manufacturers report that this year's distributor buying is up between 10% and 15% over 1960. Early-bird specials attracted a lot of attention from distributors this year compared with 1960. Housewares makers are pointing to the early retail buying that some major markets already have reported as proof that 1961 will be a record year.

Inventories, housewares makers agree, are in good shape at factory levels; all the pipelines are filled. Dumping, sometimes a problem as the fall selling season reaches its peak, shouldn't cause much concern this year. But some retailers and distributors report heavy inventories in non-electric greaseless frypans and, unless the non-stick market develops as everyone expects it to, there might be some dumping.

Prices will be "about the same as last year" for electrics and non-electrics. The only reservation that manufacturers tack on this prediction is this: "Prices are determined by competition and in some of the more competitive markets the hot items might experience some drastic price changes." This year's hot items will undoubtedly include electric can openers, hair dryers, large capacity percolators, electric frypans, floor polishers, non-stick frypans and stainless steel flatware.

Although most of the early-bird deals offered by manufacturers and distributors already have expired, a few manufacturers still are offering

special fall and Christmas promotions. Here's what some of them are doing:

Dominion, according to Sales Manager J. H. Miner, will be pushing its hair dryer hard during the next three months. In November and December, the company will stress the Christmas angle in hair dryer commercials on the "Jack Paar Show."

Cory Corp. is offering its dealers "limited amounts" of direct mail pieces to be used as bill stuffers. During the fall selling season Cory will promote its broad capacity coffeemakers and electric can openers in national consumer magazines. In addition, more than 30 salesmen will be working closely with key accounts in major markets on an individual basis.

John Oster Mfg. Co. is using a holiday decorating book—the "Golden Circle of Holiday Decorating Ideas"—to build traffic for Oster dealers. The 24-page booklet covers everything from children's gift projects to window decorating ideas and gift suggestions. It even describes the best way to carve the Christmas turkey. "It's designed solely as a traffic builder," explained G. W. Orr, Oster sales manager. Dealers get 50 booklets free with each \$150 worth of Oster merchandise they buy. He also gets imprinted coupons to use as bill stuffers for his charge customers.

Dormeyer is featuring a hot cup promotion of its HC-1 instant water heater. (Suggested list price: \$15.95.) The unit is being packaged with a free jar of instant coffee. The company is also offering a free recipe book valued at \$3.95 with the purchase of every pushbutton blender (model

BL-2, \$41.95 list), stand mixer (SM-19, \$27.95 list) or electric frypan (SK-1, list price \$24.95).

Dormeyer also is offering a free display stand to every dealer who buys at least six HM-6 stand mixers (suggested retail price: \$18.95).

General Electric is offering its dealers a couple of promotional specials for the fall season. One promotion (EM WEEK, Sept. 11, p7) offers a free Paul Revere styled sugar and creamer set free to each purchaser of a G-E coffeemaker. The set is valued at \$4.95. Another promotion (EM WEEK, Sept. 11, p7) offers free to each purchaser of the company's knife, scissors and pencil sharpener (suggested retail price: \$19.95) a butcher knife, a pair of household scissors and six pencils.

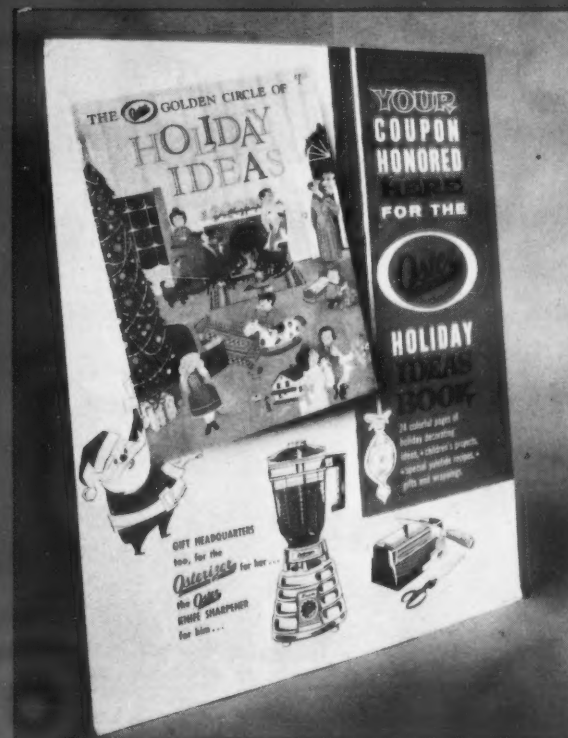
G-E's portable appliance dealers are also being offered a free four-color heavy cardboard Christmas display. The display features a sleigh full of Christmas packages and a rural mailbox surrounded by holiday gifts. Dealers can also obtain free Christmas wreaths from their distributors for use as premiums or in displays.

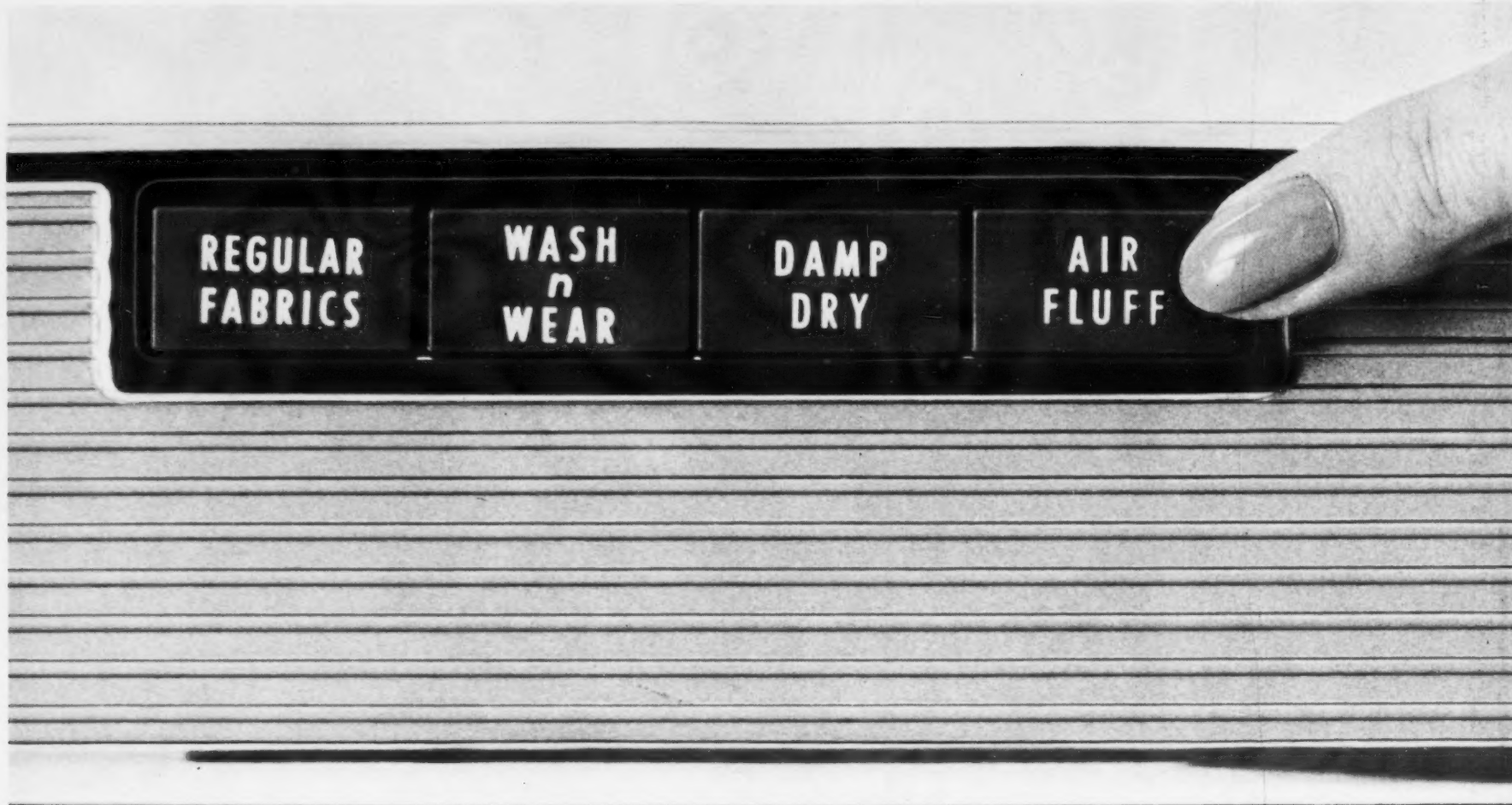
Toastmaster will use its biggest advertising campaign in recent years to push its new line of toasters. The toasters feature a new concave design; controls located on the front of the unit; independent toast levers, timers and color controls; and shockproof chassis. Toastmaster will stress the new toasters with the rest of its line in 33 ads in 15 consumer magazines.

Landers, Frary & Clark will be using its stepped up advertising program to push its slimmed down 1961 line of electric blankets. Last year LFC had six blanket styles in its line; this year it will have only three. Suggested retail prices have been reduced up to \$3 from last year.



Dealer posters for Christmas are available from General Electric Co. (top) and John Oster Manufacturing Co.

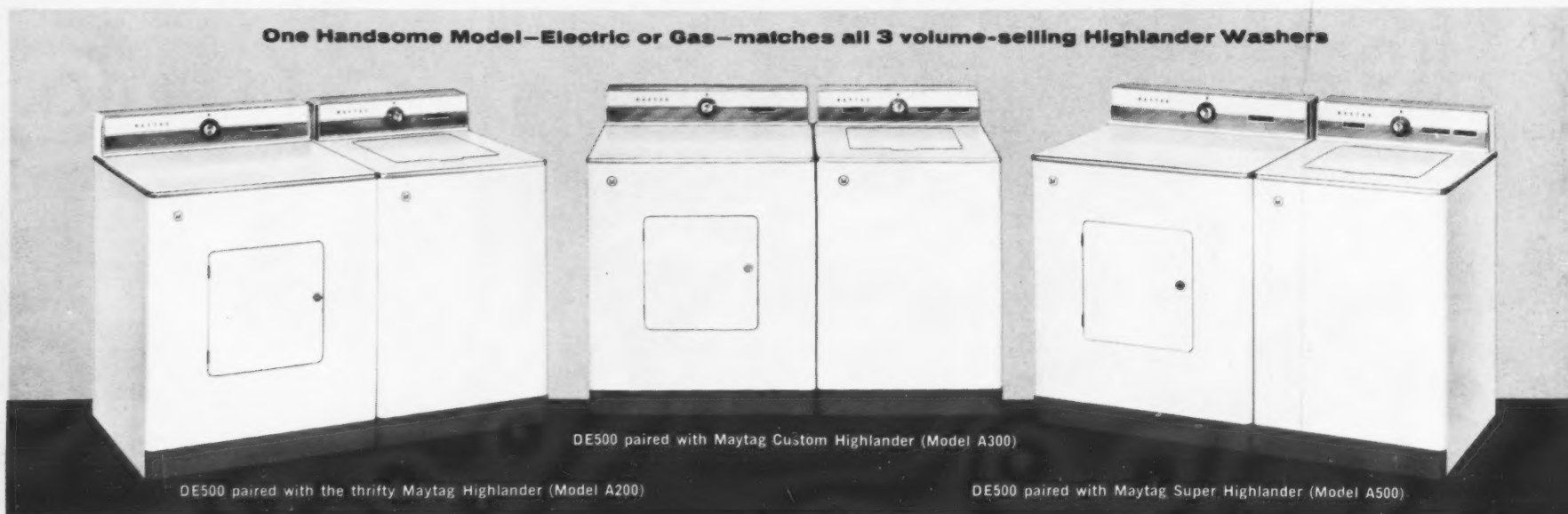


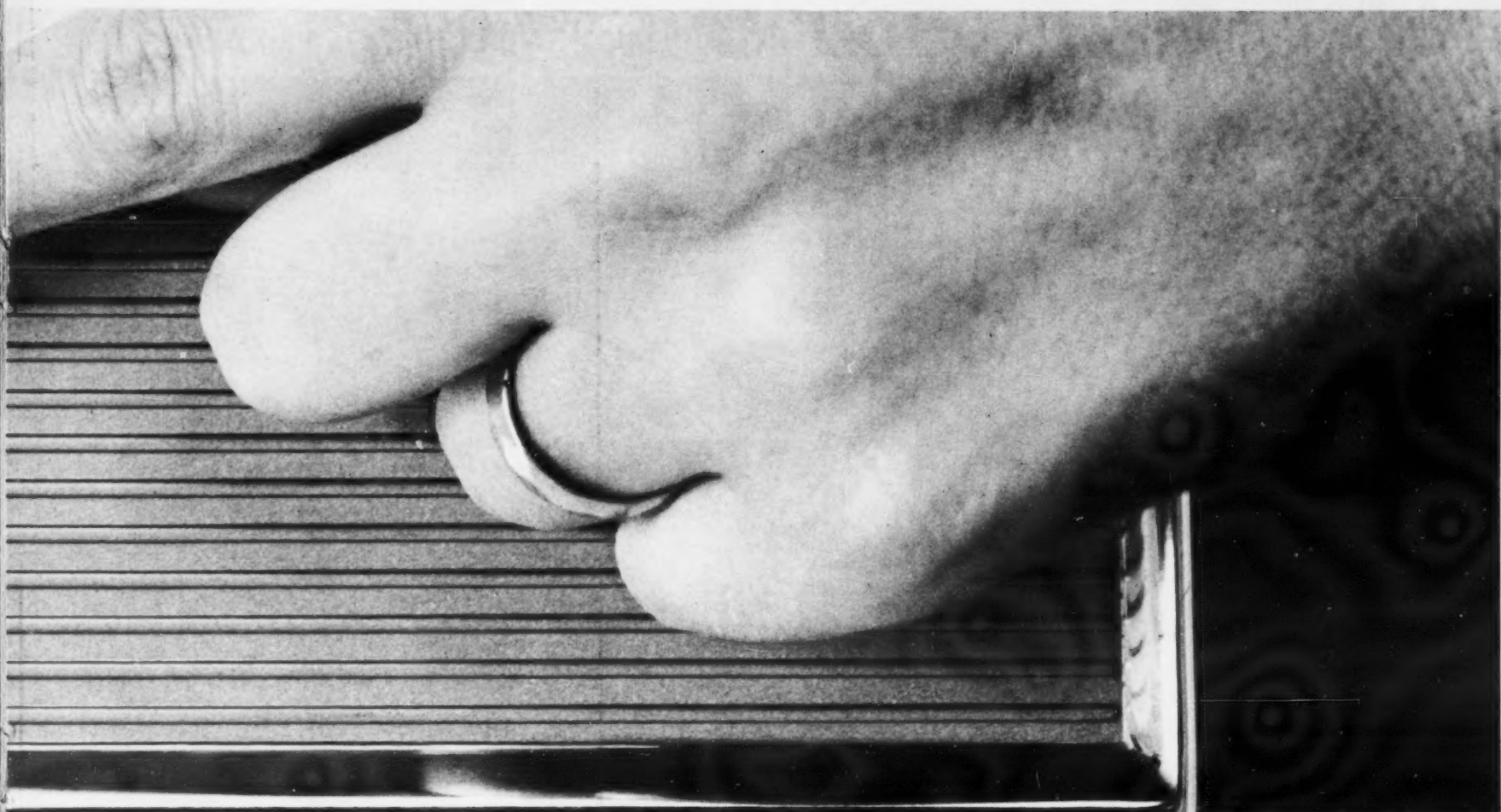


Now for the mass market! total Electronic Control

...and this new profit opportunity gives you: (1) The new Maytag Electronic Control Dryer priced just above the lowest to give you volume plus a good profit margin (2) A genuine value that you can demonstrate to your customer for an easier step-up sale.

One Handsome Model—Electric or Gas—matches all 3 volume-selling Highlander Washers





All pushbutton dryer... ...no timer needed!

Starting today, Maytag dealers can open the door to new profits in the dryer business.

Just open the door on Maytag's new Electronic Control Dryer and you start demonstrating the only genuine difference in dryers today—the demonstrable difference women clearly understand.

And it's priced right—just above the low-priced models.

Women know how overdrying tortures clothes and bakes in wrinkles. It adds needless ironing time to their busy schedules. Only Maytag's Electronic Control *feels* the clothes for moisture, just as a woman would, and turns itself off when they're dried exactly right. Wrinkles are never baked in. Women save hours of ironing.

Sell the only genuine difference in dryers today. Get full information from your Maytag regional Manager or Distributor.

Bulletin: A Maytag Franchise may be available in your market. If you would like to sell the progressive and profitable Maytag line write, wire or call the General Sales Manager, The Maytag Company, Newton, Iowa.



Here's what
makes the
big selling
difference

Maytag's Electronic Control actually measures the moisture in clothes with "72 electronic fingers." When clothes are dried exactly right, the dryer turns itself off...automatically.

MAYTAG

the dependable automatics

What You
Should Carry
For
Christmas...

... Enough Help To Avoid Losing Sales And Future Customers

How many sales did you lose last year because there were times when you had more customers than you could wait on? Did you have enough salesmen? How many customers, tired of waiting, walked out because salesmen were busy answering telephones, wrapping packages or filling out lengthy credit applications? Those lost sales can make the difference between a good year and a bad one. More important, those irritated customers may never return. Be sure you have enough help this Christmas.

Start analyzing your needs now. The larger stores have already started interviewing. They realize that improved business conditions increase customers but decrease the number of available part time workers. If you wait until the last minute, don't blame anyone but yourself for the "characters" you may have to hire. Don't



rush out to hire salesmen. They command relatively high salaries. Consider hiring someone to relieve your present salesmen of their non-selling duties. But don't use the extra person except during the rush periods. Customers often resent being turned over to another person without an obvious reason.

If you have to add to the sales staff, look at your own organization first. There may be someone in the office or service department who could be converted into a salesman. When you finally determine the number of extra workers you should add, here are a number of ways to locate them:

Call former employees. Some may be available for full or part time work during the holidays. Women who leave to get married will frequently return to earn extra spending money. Salesmen who left for other types of work may have free evenings available. Try your suppliers. Some of the salesmen who call on you may be interested. In short, exhaust every possibility of finding people who are already familiar with your operation before hiring strangers.

Government employment services. There is a public employment office, affiliated with the U.S. Employment Service, near you. Names vary according to regions; in some places it's a state office, in others, a branch of the federal office. In any case, your tax dollars help pay the bills, so don't hesitate to use the service. They are anxious to help you as well as the job seekers who have registered with them. There are no fees involved. Here are a few suggestions offered by Mrs. J. O. Wolfe, manager of sales personnel in the New York City office of the New York State Employment Service:

- Don't always specify minimum salaries. Capable people command reasonable rates. The service will try to fill your order exactly as you request, but you can waste a lot of time looking for bargains in people.

- Be flexible in your planning. It is usually easier to locate two people to divide a day's work than it is to find an individual free to work a full day. College students and workers on 9-to-5 schedules are good prospects for evening and Saturday work, while housewives are most often available during the hours when their children are in school.

- Female workers are getting scarcer. High baby sitters' fees discourage women from working during the holidays. Also, the growing movement to suburbia has taken a lot of part time workers out of the market. If you are going to need female workers, start looking now.

- Give temporary workers incentives. Like anyone else, the temporary worker will produce more if you reward his efforts. Some stores give a small bonus for perfect attendance.

- Extend employee discounts to include the part time worker. The employee will appreciate the privilege and you may find that some will take their entire compensation in merchandise.

- Protect yourself. The employment service can not be held liable for dishonest employees. They have a reliable system of checking an applicant but you should consult your own bonding or insurance company before hiring anyone. You also assume the responsibility for personal injuries, withholding taxes, Social Security, etc. The service will provide all the information you need but the administrative headache is yours.

Steps to take to get the extra people you need:

1. Analyze your needs, then find the least expensive solution. Use the people you already have to the best advantage.

2. Try to find people you know and who know something about your operation. Start by calling reliable former employees.

3. Use government employment services. They are capable, anxious to help and your taxes are paying the costs anyway.

4. If you want to avoid most of the red tape and bookkeeping involved in hiring extra help, you can rent the people you need from a temporary help agency.

Temporary help agencies. If you are willing to pay a little extra to get experienced help, avoid all the red tape of insuring them, bonding them and setting up all the payroll records, you can rent "packaged people" from temporary help agencies.



The principle difference between temporary help agencies and other employment agencies is that the workers are permanent employees of the temporary help agency.

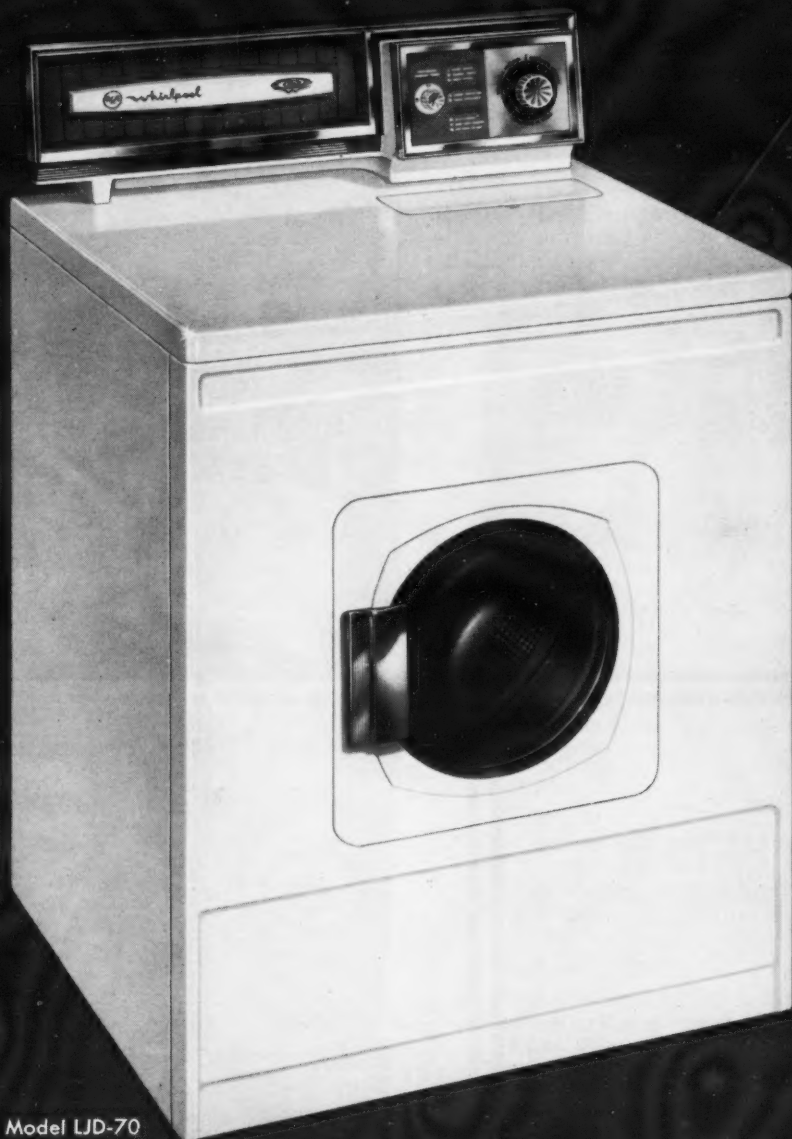
What are the advantages of using a temporary help agency? First, they relieve you of all responsibility for bookkeeping. The only record you keep is the hours an employee works. The only bill you pay is one to the agency. Second, employee satisfaction is guaranteed. A client who finds that an employee sent to him is inept, merely calls the agency within the first four hours and the contract is cancelled without charge. Third, you can get qualified people quickly for as long as you need them. The minimum charge is for four hours work.

One of the largest temporary help agencies is Manpower, Inc. With offices in more than 200 cities, Manpower can serve nearly every community. Manpower people have probably been in your store on an assignment for one or other of the companies whose products you carry. Like other temporary help agencies, Manpower can furnish anyone from a janitor to a highly skilled demonstrator or salesman. If you can solve your Christmas help problems by shifting your own people around and hiring a "utility" worker skilled in several categories, a temporary help agency would be worthy of your consideration.

Professional employment agencies. This type of agency would probably be your last resort for the reasons that a fee is involved and they normally are more interested in placing people on a permanent basis. You would be expected to pay the fee for part time help. However, if you are desperate, call an agency. In order to create good will with you and help an employee temporarily, the fee may be waived.

Advertise. When all else fails, you may have to advertise for the help you need. You will have to do all the interviewing and get involved with all the red tape. However, if you are considering adding another permanent employee and want to use the holiday season as a trial period, advertising will reach a higher caliber worker who won't negotiate through an agency.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



Model LJD-70

Gas and electric models available

**new
dryer
design
solves
an
old
dryer
problem**

The solution to moving a high volume of heated air while maintaining quieter operation is in the new RCA WHIRLPOOL dryer

The old problem facing dryer manufacturers is to reduce the sound level yet retain the volume of air flow necessary for drying efficiency and minimum drying time.

Now, with the introduction of new RCA WHIRLPOOL dryers, Whirlpool engineers have solved this problem with a completely new design of the blower housing and drive. The new high-impact plastic molded blower housing has a highly-polished, new shape which reduces air resistance and resulting noise to a new low

while handling a high volume of air. Also the molded characteristics of the housing reduce the transfer of noise to the metal cabinet. To dampen the sound further, a new round stretch belt is used which eliminates the idler pulley and reduces the number of working parts.

This all results in a *quieter dryer* with high drying efficiency and minimum drying time. Prove it to yourself . . . see these dryers at your RCA WHIRLPOOL distributor, let him demonstrate their quieter operation

and the other sales-clinching features that only RCA WHIRLPOOL dryers give you!

**Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!**

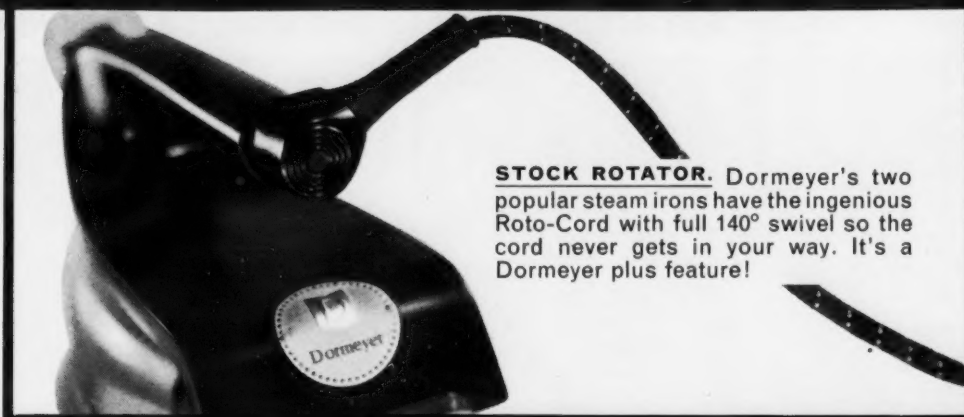


**Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.**

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

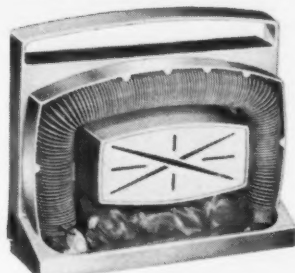


PUSHBUTTON PROFITS. The Dormeyer Blend-Well operates at three different speeds at the push of a button. It's a Dormeyer plus feature!



STOCK ROTATOR. Dormeyer's two popular steam irons have the ingenious Roto-Cord with full 140° swivel so the cord never gets in your way. It's a Dormeyer plus feature!

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Self-storing "Porta-Pak"



SNAP-ON SALES. The Dormeyer "Silver Star," "Princess," and "Mix-Well" food mixers include a snap-on food grinder at no extra cost! It's a Dormeyer plus feature!



VOLUME PERKER. The Dormeyer Automatic Coffee-Well, Model CP-10, has the Bru-Vue Handle to show you at a glance the exact level of coffee. It's a Dormeyer plus feature!

CLINCHERS

5 DORMEYER PLUS FEATURES THAT MAKE PLUS SALES

No wonder Dormeyer appliances sell so well. Dormeyer plus features do the selling for you!

SEE YOUR DORMEYER DISTRIBUTOR TODAY!

Dormeyer, Division of Webcor Inc., Chicago, Illinois. Dormeyer appliances, power and garden tools, Webcor tape recorders, fonographs and radios.

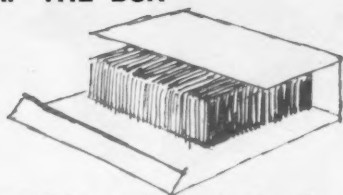


HERE'S HOW TO GIFT-WRAP YOUR MERCHANDISE...

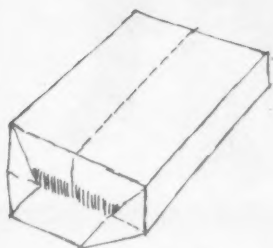


Nothing else you do will so well identify your store as a source of gifts nor give you as powerful a competitive selling tool. Gift wrapping materials are readily available in your community and, after studying the easy-to-follow illustrations below, even the clerk who is "all thumbs" can qualify as a competent Christmas gift wrapper.

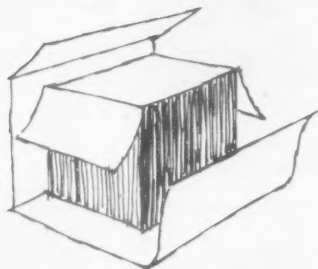
THE FIRST STEP: WRAP THE BOX



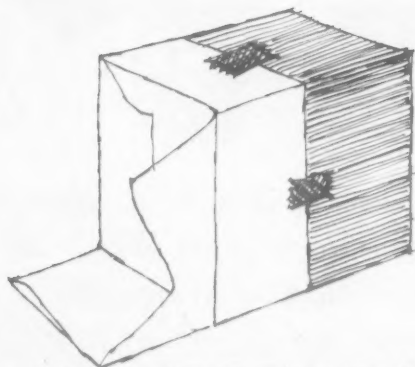
1. Be careful to center the box on the paper so the design shows to best advantage. Cut the paper wide enough so that there will be a one or one-and-a-half inch overlap and long enough so that it extends a little more than half the depth of the box ends.



2. Bring the paper up and overlap as near the center as possible. Fold the paper at the ends; bring the side flaps toward the center. Then fold the remaining flap and secure.

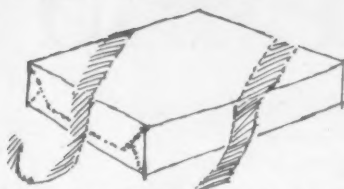


3. If the box is just too large for single sheet of paper, cut a second piece the width of the box top and long enough to extend well down on both sides. Now proceed as above, fastening edge of large sheet to extra piece as necessary.

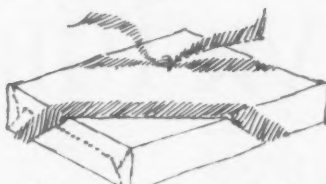


4. Extra large box may require two sheets of paper. In this case wrap one half of the box at a time, fastening pieces at center with tape. Unusually large boxes may take four sheets of paper. Tape sheets together (on wrong side) before beginning to wrap box.

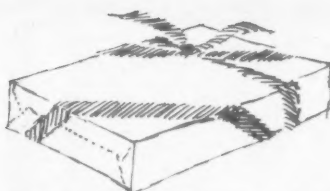
USE DIAGONAL TYING FOR UNUSUAL EFFECTS



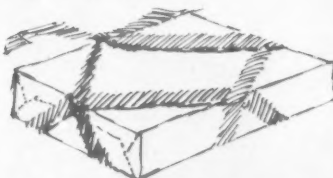
1. Hold short end of ribbon at upper left of box with your thumb.



2. Carry ribbon across top, down side, under corner, up side, across top, under and up to starting point. Cut end and tie in single knot.



3. For extra security, do not cut ribbon as above but bring it straight around box the short way. Then cut and tie.



4. For double diagonal, follow steps above but do not cut end of ribbon. Instead, tie it, then repeat the diagonal tying in reverse direction. (Data courtesy Dennison)

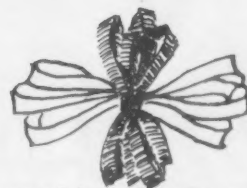
HERE'S HOW TO TIE A ROSETTE, OR POMPOM BOW



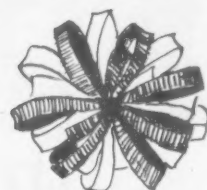
1. Make loops of ribbon, twisting each at the center to keep right side turned out.



2. When four or more loops are made, fasten by winding thread tightly around the middle.



3. Make second bow the same way and tie with ribbon at right angles across the first.



4. Spread the loops to make a full, fluffy pompom bow. (Data courtesy Norcross)

HERE'S HOW TO FASTEN THE BOW TO THE PACKAGE



1. You can tie the bow in place, using either the end of the tying ribbon (above) or by using a narrow piece of ribbon or spool wire. Slip this under the tying ribbon and tie bow on with a firm knot.



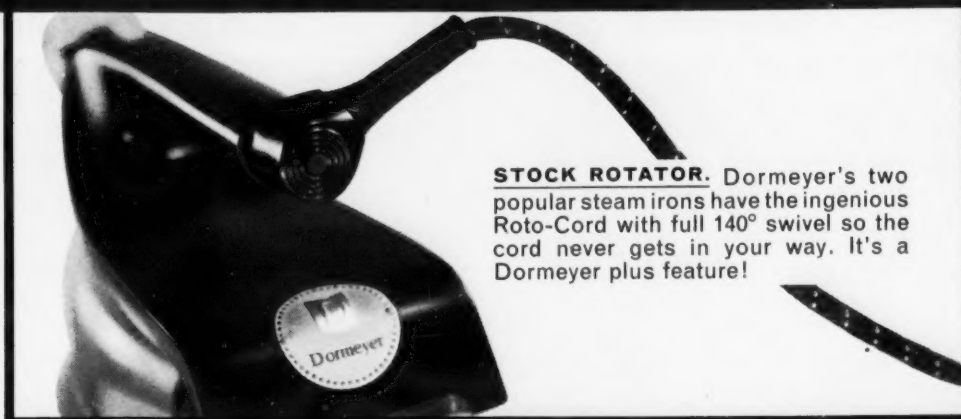
2. Use a simple double bow when many packages must be wrapped quickly. Tie the ribbon in the regular way but arrange it so that one end is three times as long as the other and the shorter one is long enough (usually about six inches) to make loop and one end. Fasten the tying with a single knot and make a loop of the long end, bringing the end beyond the knot the desired length for the end of finished bow. Now bring the looped end across the knot to make a loop the same length as the end.



3. Holding the loops with your left hand, tie the original shorter end into a tight bow-knot of one loop and one end. Cellophane tape may be used to fasten bows on package. Double short pieces of tape through the middle, sticky side out and, with the fold toward the outside, stick to the bow and to the package. Use two folds of tape for each bow. (Data courtesy Dennison)

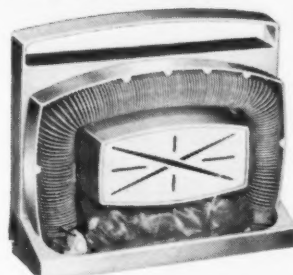


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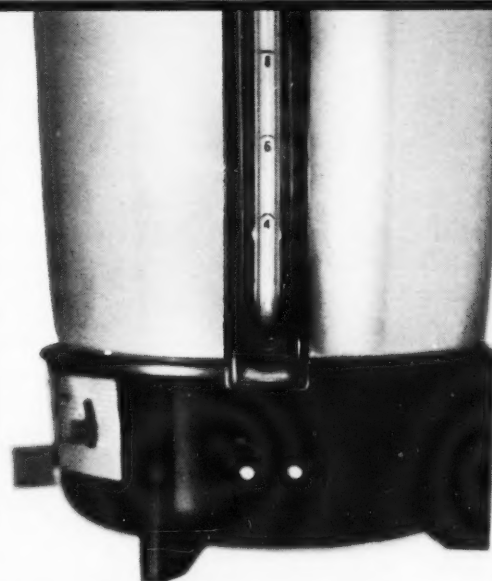
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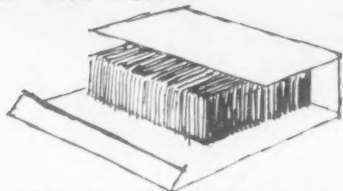


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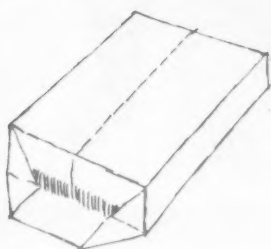


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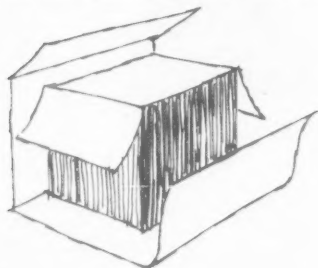
THE FIRST STEP: WRAP THE BOX



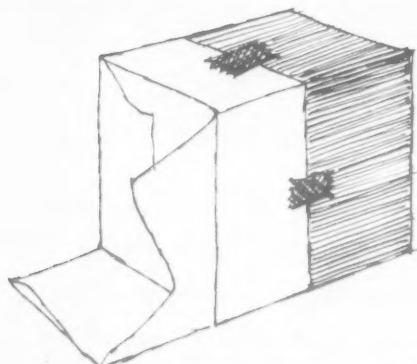
1. Be careful to center the box on the paper so the design shows to best advantage. Cut the paper wide enough so that there will be a one or one-and-a-half inch overlap and long enough so that it extends a little more than half the depth of the box ends.



2. Bring the paper up and overlap as near the center as possible. Fold the paper at the ends; bring the side flaps toward the center. Then fold the remaining flap and secure.

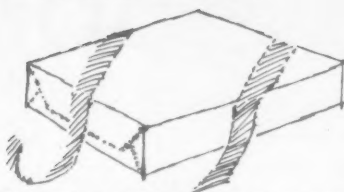


3. If the box is just too large for single sheet of paper, cut a second piece the width of the box top and long enough to extend well down on both sides. Now proceed as above, fastening edge of large sheet to extra piece as necessary.

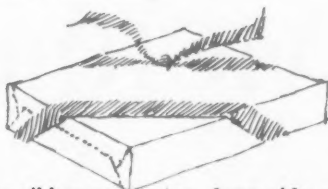


4. Extra large box may require two sheets of paper. In this case wrap one half of the box at a time, fastening pieces at center with tape. Unusually large boxes may take four sheets of paper. Tape sheets together (on wrong side) before beginning to wrap box.

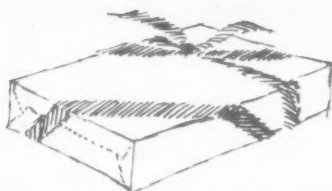
USE DIAGONAL TYING FOR UNUSUAL EFFECTS



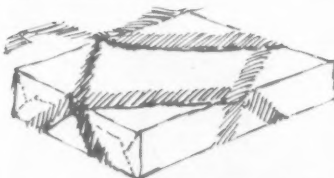
1. Hold short end of ribbon at upper left of box with your thumb.



2. Carry ribbon across top, down side, under corner, up side, across top, under and up to starting point. Cut end and tie in single knot.



3. For extra security, do not cut ribbon as above but bring it straight around box the short way. Then cut and tie.



4. For double diagonal, follow steps above but do not cut end of ribbon. Instead, tie it, then repeat the diagonal tying in reverse direction. (Data courtesy Dennison)

HERE'S HOW TO TIE A ROSETTE, OR POMPOM BOW



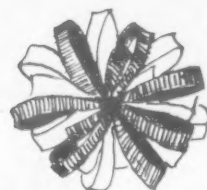
1. Make loops of ribbon, twisting each at the center to keep right side turned out.



2. When four or more loops are made, fasten by winding thread tightly around the middle.



3. Make second bow the same way and tie with ribbon at right angles across the first.



4. Spread the loops to make a full, fluffy pompom bow. (Data courtesy Norcross)

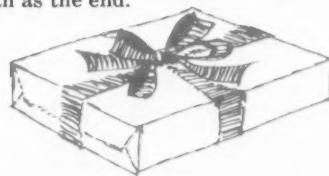
HERE'S HOW TO FASTEN THE BOW TO THE PACKAGE



1. You can tie the bow in place, using either the end of the tying ribbon (above) or by using a narrow piece of ribbon or spool wire. Slip this under the tying ribbon and tie bow on with a firm knot.



2. Use a simple double bow when many packages must be wrapped quickly. Tie the ribbon in the regular way but arrange it so that one end is three times as long as the other and the shorter one is long enough (usually about six inches) to make loop and one end. Fasten the tying with a single knot and make a loop of the long end, bringing the end beyond the knot the desired length for the end of finished bow. Now bring the looped end across the knot to make a loop the same length as the end.



3. Holding the loops with your left hand, tie the original shorter end into a tight bow-knot of one loop and one end. Cellophane tape may be used to fasten bows on package. Double short pieces of tape through the middle, sticky side out and, with the fold toward the outside, stick to the bow and to the package. Use two folds of tape for each bow. (Data courtesy Dennison)

WHO IS YOUR BUSIEST HELPER THIS CHRISTMAS?

Look at this sales support
from RCA VICTOR!



Full-color spread in Life! 6,000,700
readers! Full-color page in Time!
2,550,000 readers! Full page in
Reader's Digest!



Five special ads in Reader's Digest's
Christmas Shopping "Gift Box." No-
vember issue. 31,000,000 readers . . .
and shoppers.

BE SURE TO WATCH WALT DISNEY'S "WONDERFUL WORLD OF COLOR" EVERY SUNDAY NBC-TV NETWORK





The greatest Color TV story ever told—spectacular 8-page insert in full color in the November issue of Reader's Digest! 31 million readers!



5 weeks of special Christmas commercials on Walt Disney's "Wonderful World of Color"—reaching and selling millions of viewers!



Sales-making reprint of RCA Victor's 8-page spectacular insert in Reader's Digest! Order now from your RCA Victor distributor!



Colorful "Wonderful World of Color" Christmas display! Plus Christmas 24-sheet posters...billboards...kits. Check your distributor.



The Most Trusted Name in Electronics

new products



JENN-AIR Air Conditioned Ranges

A built in range oven and surface unit each of which contains its own fume removal system is announced by the Residential Div. of Jenn-Air Products, manufacturers of fume control equipment for restaurants and supper clubs. It removes odors and vapors, humidity and heat before they can escape into the room. Full-length wall cabinets can be installed directly above the surface unit in an unbroken line, because the new unit provides control of fumes and odors within both the surface unit and the oven with no overhead ventilating equipment.

The surface unit top can be incorporated in an island or peninsula with no overhang, and the cover, when closed, has a brushed stainless steel cover that conceals the cooking area, providing extra counter space. When the cover is closed all power is automatically shut off. The cover raises at a touch of a button and reveals 4 "in-line" high-speed, lift-out elements. Raised, the cover converts to a splashguard to protect walls and decorations, and is slightly inclined to protect upper cabinets.

The fume control system goes to work at the flick of a switch. The power unit is resilient-mounted to the surface unit top, located high to rear and enclosed in the base cabinet which is otherwise unused space. The 300 cfm centrifugal power unit removes odors, humidity, heat, greasy vapors through a high-velocity pull-off slot in the cover and contains removal aluminum fillers.

A similar fume control system is also designed into the matching air conditioned oven and is located above oven door to the rear. Because no hood is needed the units are easy to install. Both cooking and ventilation is in 1 mounting with 1 electrical outlet. It is said to save time and money, as does the simplified down and out to outside ducting.

Oven features include a built-in rotisserie; automatic roast guide with meat probe, which automatically turns off oven, and sounds a signal when meats are done to a pre-selected stage; extra-fast pre-heated; 140 deg. keep-warm operation; automatic start-and-stop timer with Minute Minder, and fluorescent panel lighting. The oven door lifts off and elements swing away for easy cleaning.

Available in 2 models: Regency and Custom, the Regency surface unit has 2 right-hand elements that are thermostatically controlled to maintain even temperatures on utensil bottoms; an automatic, family-size griddle is also included, which fits over the 2 thermostatic elements. Comes with 2 glare-free lights set in backpanel to flood cooking area with soft illumination.

Regency oven has 2 separately insulated ovens and includes the built-in rotisserie and automatic roast guide.

Price, "under \$600" Jenn-Air Products Co., Inc., Residential Div., 1102 Stadium Drive, Indianapolis 7, Ind.



54 Utilities Plan To Promote Electric Housewares For Christmas



And in some parts of the country—where utilities actually sell electric housewares—it will mean additional competition for the dealers. But that's only part of the story. Most utilities work in cooperation with local retailers to promote electric housewares as well as other load building appliances.

Following are the names of 54 utility companies that have notified the National Electric Manufacturers Assn. they plan to promote electric housewares during the pre-Christmas season:

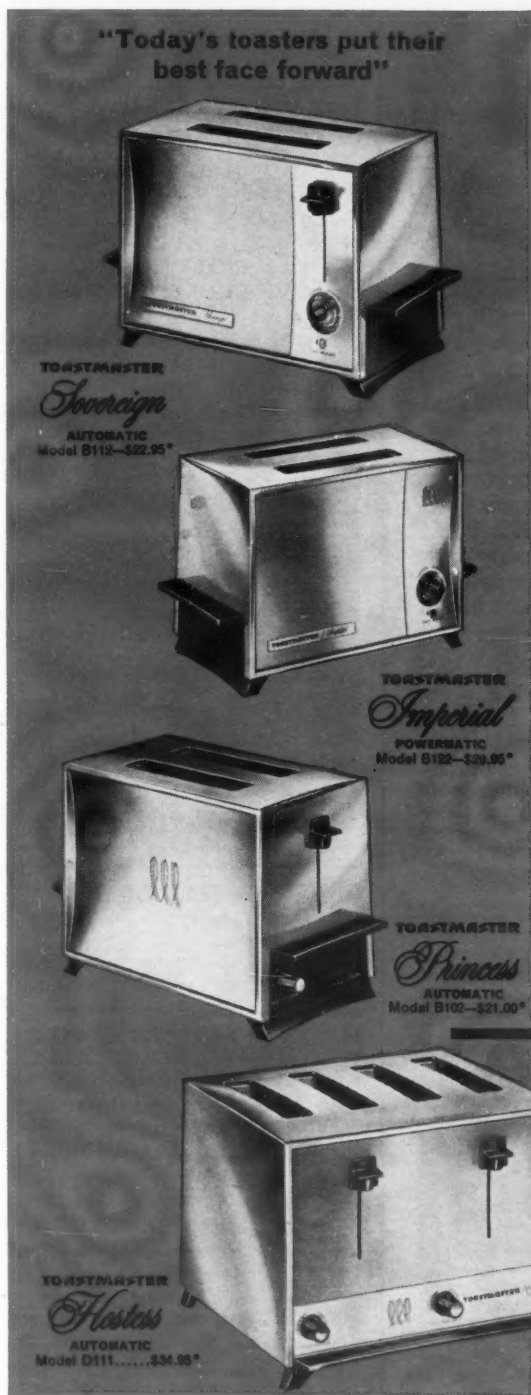
Alabama Power, Birmingham, Ala.
 Appalachian Power Co., Roanoke, Va.
 Arizona Public Service Co., Phoenix, Ariz.
 Arkansas-Missouri Power Co., Blytheville, Ark.
 Cambridge Electric Light Co., Cambridge, Mass.
 Cape & Vineyard Electric Co., Hyannis, Mass.
 Carolina Power & Light Co., Raleigh, N.C.
 Central Hudson Gas & Electric Corp., Poughkeepsie, N.Y.
 Central Illinois Electric & Gas Co., Rockford, Ill.
 Central Maine Power Co., Augusta, Me.
 Cheyenne Light, Fuel & Power Co., Cheyenne, Wyo.
 Community Public Service, Fort Worth, Tex.
 Connecticut Light & Power Co., Berlin, Conn.
 Detroit Edison Co., Detroit, Mich.
 Duke Power Co., Charlotte, N.C.
 Flint Hills Rural Coop, Council Grove, Kan.
 Florida Power Corp., St. Petersburg, Fla.
 Florida Power & Light Co., Miami, Fla.
 Hawaiian Electric Co., Ltd., Honolulu, Hawaii.
 Houston Light & Power Co., Houston, Tex.
 Illuminating Co., Cleveland, Ohio.
 Iowa Electric Light & Power Co., Cedar Rapids, Iowa.
 Iowa Public Service Co., Sioux City, Iowa.
 Kansas Gas & Electric Co., Wichita, Kan.
 Kansas Power & Light Co., Topeka, Kan.
 Kentucky Utilities Co., Lexington, Ky.
 Louisiana Power & Light Co., New Orleans, La.
 Madison Gas & Electric Co., Madison, Wis.
 Massachusetts Electric Co., Worcester, Mass.
 Mississippi Power & Light Co., Jackson, Miss.
 Monongahela Power Co., Fairmont, W. Va.
 Montana Power Co., Butte, Mont.
 New York State Electric & Gas Co., Binghamton, N.Y.
 Niagara-Mohawk Power Corp., Albany, N.Y.
 Northern States Power Co., Minneapolis, Minn.
 Oakdale Coop Electric Assn., Oakdale, Wis.

PELCO, Patchogue, N.Y.
 Philadelphia Electric Co., Philadelphia, Pa.
 Potomac Edison Co., Hagerstown, Md.
 Public Service Electric & Gas Co., Newark, N.J.
 Public Service Co. of New Hampshire, Manchester, N.H.
 Savannah Electric & Power Co., Savannah, Ga.

Southern Colorado Power Co., Pueblo, Colo.
 Southwestern Electric Power Co., Shreveport, La.
 St. Joseph Light & Power Co., St. Joseph, Mo.
 Texas Electric Service Co., Fort Worth, Tex.
 Union Electric Co., St. Louis, Mo.
 VEPCO, Richmond, Va.
 West Penn Power Co., Greens-

burg, Pa.
 Western Massachusetts Electric, West Springfield, Mass.
 Wisconsin Electric Power Co., Milwaukee, Wis.
 Wisconsin Power & Light Co., Madison, Wis.
 Wisconsin Public Service Corp., Green Bay, Wis.
 Flint Electric Membership Corp., Reynolds, Ga.

INTRODUCING FOUR "1962-NEW" TOASTMASTER TOASTERS!



A great new selling opportunity for every distributor and retailer!

NEW, FIRST-OF-THEIR-KIND SELLING FEATURES

- **NEW DESIGN** Concave styling, square classic shape, distinguishing gold color control panel.
- **NEW CONTROLS** "Up Front" where they belong. Equipped with new toast release lever.
- **NEW FINISH** Rich, satin-finish chrome front and back, highly polished chrome top and ends.
- **NEW "Current-Free" CHASSIS** Completely eliminates the possibility of accidental electric shocks. A great new safety feature!

... including a great new 4-slice model with dual heat controls

TOASTMASTER *Hostess*

- Independent lever controls for each 2 slots
- Independent timers for each 2 slots
- Independent color controls for each 2 slots
- Toasts 1 or 2 slices on half of total wattage capacity
- Only 4-slice toaster with 8 matched toasting elements
- Push-in color control dial "pops up" toast at any time.

Toastmaster's New Toasters to be Introduced by Full Page, Four Color Ads in Leading National Magazines

Quality is a Toastmaster tradition

TOASTMASTER®

*Recommended Retail Prices

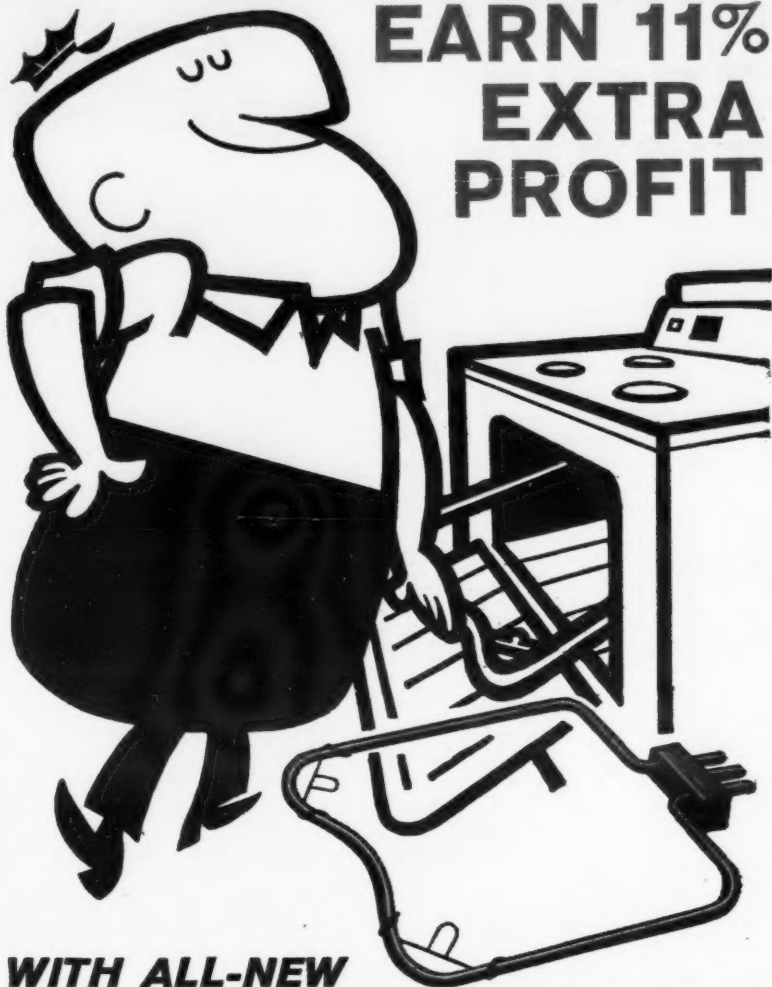
TOASTMASTER DIVISION
 McGRAW-EDISON COMPANY



"TOASTMASTER" is a registered trademark of McGraw-Edison Co., Elgin, Ill. and Oakville, Ont.

SPECIAL INTRODUCTORY OFFER: SEPTEMBER 1 to NOVEMBER 30

**EARN 11%
EXTRA
PROFIT**



WITH ALL-NEW CHROMALOX OVEN UNIT PACKS

Here's a chance to give better service at an extra 11 percent gross profit above your regular discount with the new CHROMALOX Oven Unit Pack. This special, profit-building offer runs from September 1 to November 30. Each handy CHROMALOX Oven Unit Pack (shaped like a lightweight beverage carton) contains five sturdy compartments holding eight tubular bake and broil units—six fast-sellers supplied by CHROMALOX, leaving space for others you might add. What versatility, what a natural for completing 90 percent of your sales calls fast in one trip with no irritating delay to the range owner! No need to return to the shop for a replacement unit: it's already in the Oven Unit Pack! Check below the special introductory discount on each new CHROMALOX Oven Unit Pack.

**CHROMALOX OVEN UNIT PACK COSTS ONLY \$30.95 NET
VERSUS \$53.35 LIST FOR SIX INDIVIDUAL CARTONS!**



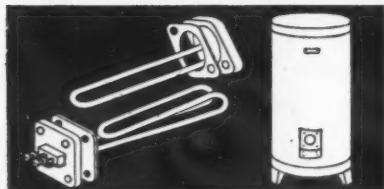
OVEN UNIT PACK
(21" long x 15" high x 10" wide)

You get an extra 11 percent gross profit. Add the installation charge and your profit picture is even brighter carrying these fast-moving elements in the compact CHROMALOX Oven Unit Pack:

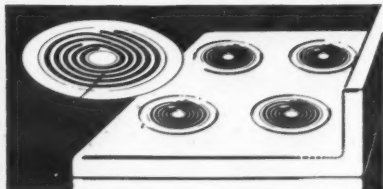
RO-23A all-purpose bake
RT-30 all-purpose broil
ROG-30 plug-in bake for GE, Hotpoint
ROP-27 three-prong, plug-in bake
RTP-30 three-prong, plug-in broil
ROU-20 U-shaped bake

**THESE SIX ELEMENTS AND
COMPACT CARTON FOR ONLY... \$30.95**

For more information, call your CHROMALOX distributor now! Ask for Bulletin M30100-6 PLUS PROFITS WITH OTHER CHROMALOX REPLACEMENT UNITS



WATER HEATER REPLACEMENTS
—more types that fit more water heaters than any manufacturer.



MICROTUBE ELECTRIC RANGE UNITS
—fit all large and small openings on any electric range; heats in seconds.



**CHROMALOX
ELECTRIC RANGE UNITS**

EDWIN L. WIEGAND COMPANY
7525 THOMAS BLVD., PITTSBURGH 8, PA.

WM-10

IN STOCK AT BETTER ELECTRICAL DISTRIBUTORS EVERYWHERE

new products

CONTINUED



WASTE KING UNIVERSAL Drop In Ranges

Waste King has introduced a line of drop-in electric ranges featuring a patterned glass oven door.

The space-saving, drop-ins feature all the popular innovations of the custom models introduced a year ago. In addition the new ranges are available in a chrome finish as well as 5 decorator colors.

The custom electric range combines oven surface cooking elements in a single compact unit; the entire 1-piece unit with full 19-in. oven and 4 heating elements can be built into a 2-ft. cube.

A clean, contemporary look is accentuated by streamlined control knobs and full-width oven doors. Another feature is a heat-saver oven door seal and thick fiberglass insulation as well as double stippled porcelain lining bonded to the oven and broiler pan. Removable element bowls with spillproof outer edges on surface units are another feature.

Prices, \$211.83 for colored models; \$228.31 for chrome finish. Waste King Corp., 3300 E. 50th St., Los Angeles 58.

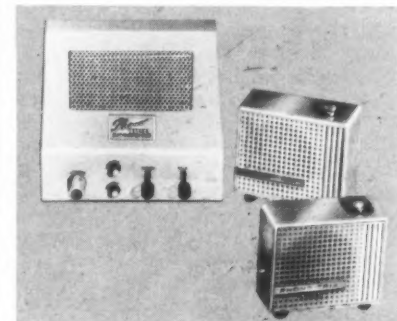


PHONO TRIX Portable Intercom

A new all-transistor, portable, battery-operated, 3-station intercom system, Phono Trix Interphone, has been added. Designed to provide convenient, true-fidelity room-to-room communication at low cost, it can also be used as a loudspeaker or baby-sitter, and consists of a Master Station and 2 remotes that are simple to set up for use anywhere. It operates for months on 6 penlight batteries. Completely transistorized it requires no warm-up period. There is no hum, crackle or nuisance noises during operation.

The Master Station is in an all-metal housing (5 3/4 x 5 1/2 x 4 in.) and has complete control of both remote stations; it can signal, listen to, or secretly monitor either remote station. There are signal lights and a buzzer to indicate incoming calls. The remote stations are in high-impact polyethylene cases; all power is supplied by the penlight batteries in the Master Station.

Price, \$39.95, includes the Master, 2 remotes, and 100 ft. wire. Mathew Stuart & Co., Inc., 156 Fifth Ave., New York 10.



GENERAL ELECTRIC Water Heaters

The new G-E automatic water heaters feature a "Custom" model with a new heavy-gauge, glass-lined steel tank which adds years of life to the tank and eliminates rust and corrosion; and a "Contemporary" model with an extra heavy galvanized steel tank that resists rust and corrosion, and is hot-dip galvanized inside and out.

Both are pressure-tested to withstand 300 lb.; and from a completely cold start the G-E Quick-Recovery models can deliver clean, hot water in minutes by means of "Calrod" immersion units, which heat the water directly, not the air around them. Thick fiber insulation surrounding the top, bottom and sides of the tank keeps water hot for 3 days without reheating.

The hot water trap, an insulated copper pipe with a U-shaped bend, prevents water from circulating through the system until faucet is

turned on. A cold water baffle prevents cold water from mixing with hot. Both cold water inlets and hot water outlets have standard 3/4 in. pipe threads. A concealed outlet box is provided for electrical connections in round models, with provision for temperature relief valve. Both types of heaters can be obtained in table top or round models. "Custom" is light tan with a darker brown trim; "Contemporary," battleship gray. Both are 24 in. in diam., and 44 7/16 in. high.

A warranty provides for replacement on the complete water heater in case of tank failure due to manufacturing defects. First year repair warranty protects against manufacturing defects on a complete water heater including tank and component parts. General Electric Co., Louisville, Ky.

Philadelphia: What TV Buyers Think About Their Retailers

The New York University School of Retailing has taken a close look at the attitudes and shopping habits of TV buyers in the Philadelphia area. The study was part of "Operation Snowball," the national TV promotion program sponsored by Corning Glass and backed by NARDA. What were they looking for?

Attitudes, primarily. "... the major reasons why a cross-section of consumers in metropolitan Philadelphia chose a particular brand of television receiver and came to patronize a particular store..." Philadelphia was picked because the survey team felt it was typical of other Eastern metropolitan markets, with a common pattern of downtown and suburban shopping areas. And the team shot for a sampling which would give the extremes as well as the average attitudes of consumers toward the television retailer.

Five retailers were picked. They represented downtown department stores, "service-oriented" dealers and discount dealers. But it was the consumers themselves who typed the stores, not the survey team. "... When consumers cited a store as one emphasizing a price appeal, it was grouped as a "discount-oriented" outlet. A store appealing to consumers primarily on the basis of its repair service was classified as a "service-oriented" store.

Each retailer submitted a list of names of people who had purchased new TV's within the past year. (The majority were in the \$4,000 to \$10,000 income class, as the team felt these people would have more than average experience in purchasing a TV.) Then the team went out and interviewed each member of the purchasing household. Here's what they found:

Shopping Habits

ONE: One of the big surprises was that consumers in the Philadelphia area generally shop for TV in only one store. "As many as two-thirds of the respondents shopped in only one store when purchasing their last TV set. This was particularly true among department store customers, 70% of whom shopped in only one store. Even among discount-oriented customers the preference for shopping in only one store was maintained. In this group, as many as 63% of the respondents were single store shoppers." This indicates that price shopping may not be as prevalent in the Philadelphia market as was supposed.

"While the majority of respondents consistently shopped in only one store, several visits to the store were made before the actual decision to purchase took place. One-third of the respondents made at least two visits to the purchase store before buying.

"Customers who leave the store without purchasing the first time do not usually do so for the purpose of shopping other stores, but may simply desire to discuss the problem with the family..." And it also means that a walk is not necessarily a lost sale in Philadelphia.

TWO: Consumers seem to prefer shopping near their homes, except for those buying in downtown department stores. "Most consumers travel less than 10 minutes and less than three miles to the store where a purchase is made.

THREE: Friends and relatives have some influence on the choice of store. "... About half of all consumers reported they had friends or relatives who had purchased at the same dealer. Among the discount-oriented store customers, almost 70% had friends or relatives who purchased there; whereas among the department store customers, only 10% purchased there." So discount stores in Philadelphia seem to rely heavily on word-of-mouth advertising, while the influence of word-of-mouth on established department stores is not nearly as great.

Store Salesmanship

ONE: Consumers seemed generally impressed with the salesman's knowledge of the set purchased. "Among the three types of stores, discount-oriented store salesmen rated the highest, but salesmen from other types of stores were not far behind."

But many consumers couldn't remember whether the salesman had knowledge of models other than the one they purchased. This indicates "... that not enough effort seems to have been made by the salesmen to demonstrate models other than the set a customer appeared to prefer. This finding was especially evident in the case of the department store, where only 50% of the respondents were able to recall that the salesman 'did attempt' to show them some other set in the store." There were some other "buts":

TWO: Many customers didn't remember the selling points of the salesmen. This was true of about 50% of the people who bought in each kind of store. "Of the selling points consumers generally remembered, many appear vague or superficial. Frequently cited sales points include "a good set," or "good sound." So "... sales points ... could be strengthened by using appeals based either on features that are unique to particular models or on services offered."

People who bought from discount stores "... invariably remembered more sales points than those buying from the department store or the service-oriented retailer. This finding is ... surprising when it is considered that the service-oriented retailer employs technically trained sales personnel. Whether this resulted from better salesmanship or whether this type of customer comes 'armed' with more facts is open to conjecture."

Continued on p44

the
BRIDE'S
magazine
and

TOASTMASTER®

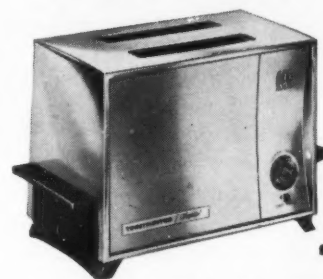
'Face Forward'

TOGETHER

TOASTMASTER DOES IT

with a remarkable
new toaster that

**"PUTS ITS
BEST FACE
FORWARD"**



and adds new
sales appeal to the entire
TOASTMASTER line of
electric housewares

*The Bride's Magazine
Does It*

by exposing
Toastmaster's advertising
to more brides-to-be,
their families and
gift-giving friends
than ever before, via

**THE LARGEST CIRCULATION
IN THE BRIDAL FIELD!**

The #1 reason for the sale
of a Toastmaster Toaster
is to or for a bride!

the
BRIDE'S
magazine

a Condé Nast Publication

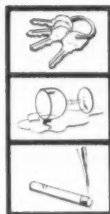
**1st in Circulation
1st with Retailers
1st with Advertisers**



Model T1810
23-Inch Console TV
\$258.00*

CARE FREE

**AMAZING
EMERSON
POLY-LUSTRE
FINISHED
HARDWOOD CABINETS**



NO SCAR ■ NO STAIN ■ NO BURN
Carefree—Always Wipes Clean—No Waxing Ever
Exclusive Emerson Poly-Lustre finish permanently
protects the genuine hardwood cabinets. This
Emerson exclusive feature PLUS superior perform-
ing Emerson TV with Full Power Transformer
Chassis make a combination that guarantees bigger-
than-ever profits. Write, wire or phone your
Emerson distributor today!

*Suggested list. Slightly higher in some areas.
†282 sq. in. viewable area



Emerson

680 FIFTH AVENUE, NEW YORK 19, N. Y.

OCTOBER 9, 1961

Philadelphia TV Buyers Look At The Sellers

CONTINUED FROM P43

THREE: The majority of customers said salesmen did not influence their selection. (But many are not aware of a salesman's influence.)

Brand preselection plays a part in this. "... The salesman's influence is more dominant over the consumer who has not preselected a brand prior to visiting the purchase store. (About 50% of shoppers in discount and service-oriented stores preselected their brand, and about 70% in department stores.)

SERVICE

ONE: Consumers were vitally interested in TV repair service. ("... As many as 42% of the respondents were forced to obtain repair service for TV sets they purchased over the past 12 months.) Repair service was cited in over 50% of the responses to the question: "What do you feel is the most important service a retailer can offer?"

TWO: Consumers were generally satisfied with their repair service. "This

is particularly true of consumers whose last purchased TV set was serviced by the purchase store."

Brand Selection

ONE: Customer's previous experience with a brand played a surprisingly major role in deciding their new set purchase. Of the respondents who stated why they had selected a particular brand, almost 50% said their decision was based "... on a previous purchase of a TV set or other appliance of the same brand with which they were satisfied."

Recommendations To The Dealer

Here are some of the specific recommendations the survey team came up with, based on their findings:

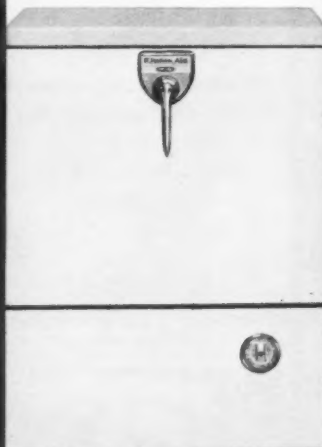
- Advertising and promotion should be concentrated in the dealer's immediate area, since Philadelphians like to shop near home. To check it, make a map of your area and mark your customers' residences on it. This will show you your market.
- Use direct mail, "with broader media used ... to widen your market by cultivating new customers ... on the 'fringe' areas."
- Have your salesmen find out if a sales prospect lives near the store, and if he does, play up "the neighborhood character of the store" and the advantage of near-by service.
- Study the shopping habits of your locality and plan convenience shopping features to coincide.
- In a market area such as Philadelphia, the great number of people who shopped by car indicates that parking facilities are important.
- Word-of-mouth advertising turned out to be a big sales factor, suggesting that a "use-the-user" campaign could be very helpful.
- A good store image, judging by the number of one-store shoppers, was highly influential in drawing customers.
- Repair services should be stressed in advertising and promotion.
- Prompt attention to service calls "may be as important in creating a good impression for the store as the quality of the repair work. To further inspire trust, show a written breakdown of service charges."
- Your salesmen should "instill confidence in the customer by showing he has adequate knowledge of the products he demonstrates."
- The study showed that little trading-up was being done. So a "greater attention to selling features could be the focus of a plan to sell high-end models."

step them up to KitchenAid® DISHWASHERS

... then
step them up
the line

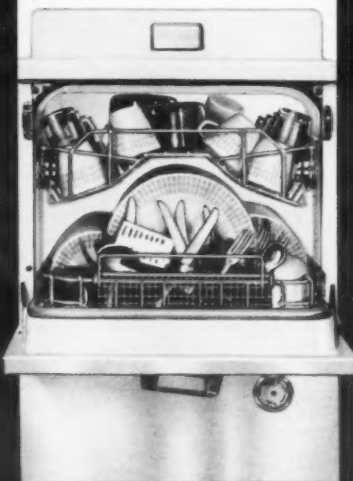
CUSTOM SERIES

Big value for the economy-minded. Has "Guided Action" wash—lifetime wash arm that scrubs, while others spray or shower. Dual Filters prevent spray-back of food soil over dishes. Flo-Thru drying with fan-circulated hot air dries dishes safely and perfectly. Load-as-you-like racks. All-porcelain interior. Optional Rinsing Agent Dispenser. Solid unit construction. Smart, clean lines. Family-size capacity. Finishes include brushed chrome, wood-hue copper tone, antique copper, white (or match color locally). Styles: Built-In, Free-Standing, Convertible-Portable.



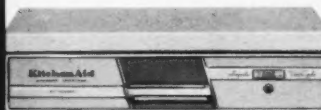
IMPERIAL SERIES

Has every feature of the Custom, plus: new luxurious look, with smartly-styled control panel and signal light. Variety of front finishes with Vari-Front panels that enable user to decorate front with wood, plastic laminates or wallpaper, and change any time. King-size capacity. Double wash (or pre-rinse and single wash), triple rinse. Detergent automatically released. Rinsing Agent Dispenser (optional) helps dry spotlessly under most water conditions. Adjustable, two-position upper rack with fold-down dividers. Styles: Built-In, Free-Standing, Convertible-Portable and Dishwasher Cabinet-Sink.



SUPERBA VARI-CYCLE SERIES

Truly, the finest dishwasher ever designed. Has every feature of the Imperial, plus: three special push-button controls—(1) "Rinse and Hold" removes food particles without hand rinsing, with no worry about foods "drying on." Breakfast, lunch and snack dishes can be rinsed and stored until there's a full load. (2) "Full Cycle" for entire wash-to-dry action. (3) "Utility and Utensil" for special treatment of pots and pans. Rinsing Agent Dispenser is standard equipment. Exclusive power reset drive for automatic advance after short cycles. Styles: Built-In and Free-Standing.



The KitchenAid Portable

Where elimination of installation cost and lack of space are prime considerations, close with this superior portable that is unmistakably KitchenAid in quality.



KitchenAid®
the dishwasher of proven quality

KitchenAid Home Dishwasher Division, The Hobart Manufacturing Company, Dept. KEM, Troy, Ohio. In Canada: 190 Rainside Road, Don Mills, Toronto

MERCHANDISING SUPPLEMENT

NEW PRODUCTS— NEW SALES

THIS SECTION CAN BE
ECONOMICALLY USED FOR:

MORE SALES— MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

REACH ALL BUYING INFLUENCES
RATES—ON REQUEST

LIFSCHULTZ FASTEST TO BOTH COASTS



Over 62 years of dependable ON-TIME Freight Forwarding Service.

We welcome your inquiry.



PROMPT DAILY PICKUP and DELIVERY

LIFSCHULTZ FAST FREIGHT

HOUSEWARES

NOW YOU CAN RENT CLEAN AIR. If you're allergic to pollen and dust and want your air purified, you can rent a Minneapolis-Honeywell portable electronic air cleaner from Hinckley & Schmitt, Chicago distributor of bottled water. The monthly charge is \$25. However, persons who rent the cleaner for three months may apply the rental charge toward the \$229.95 purchase price. ■

A NEW BATTERY-OPERATED HEDGE TRIMMER by Skil Corp. will sell for \$59.95 plus \$50 for battery. ■

HOOVER WILL MARKET NEW WAX AND RUG SHAMPOO through its dealers. The products have both been designed to be used with the company's floor-polisher and shampoo-polisher. ■

MAIL ORDER CATALOG DESKS are being installed in 62 Singer retail stores, principally in the Midwest. The sewing machine, floor polisher and vacuum cleaner maker has been experimenting with mail order merchandising since the early part of the year. A 750-page catalog being used in the test lists 15,000 brand items, including major appliances and home furnishings. President Donald P. Kircher said, "It will be at least a year before we will be in a position to evaluate the program." ■



SWING-A-WAY AUTOMATIC-ELECTRIC CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans... leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$24.95**
SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

Good Housekeeping[®] and

TOASTMASTER[®]

'Face Forward' TOGETHER



Good Housekeeping was selected to carry Toastmaster advertising because it is the most efficient buy per dollar* among major mass magazines—all women, and women in homes with higher incomes, children, younger age groups. And Good Housekeeping's premium newsstand and subscription price means that readers pay a fair share of publishing cost, and advertisers, therefore, pay equitable advertising rates. It all adds up to this: If you want to put your "best face forward" do it in the pages of Good Housekeeping.

*Nielsen Media Service #1, and latest announced 4-color bleed rates.



TOASTMASTER

"PUTS ITS BEST FACE FORWARD"



and adds new sales appeal to
the entire **TOASTMASTER**
line of electric housewares

DISTRIBUTOR APPOINTMENTS

FEDDERS CORP.—Midland Implement Co., Billings, Mont., for Montana; Graybar Electric Co., Pittsburgh, Pa., for counties in Pennsylvania, West Virginia, Ohio and Maryland; Kane Co., Cleveland, for several Ohio counties; Radio Equipment Co., Indianapolis, for Indiana.

SIEGLER CORP.—For Olympic Radio & TV Division: Allied Distributing Co., Omaha, Neb., for Nebraska and part of southwestern Iowa; Television and Radio Supply Co., Portland, Ore., covering all of Oregon; Intrasouth Distributors, Shreveport, La., for

northern Louisiana and counties in Arkansas and Texas; Roth Distributing Co., Milwaukee, for Wisconsin and northern Michigan.

MAYTAG CO.—For commercial laundry appliances: M. G. Murray Supply Co.; St. Petersburg, Fla., for 12 counties in west central Florida; Laundry Equipment Co., Miami, covering 18 counties in eastern and southern Florida; Boiler Bill Equipment Co., Jacksonville, for northern Florida; Stanton Sales Corp., Los Angeles, for Southwestern Nevada and eight counties in southern California; Allied Equipment Co., San Diego, for San Diego and Imperial, Calif.; William Zitko Co., Lyons, Ill., for the metropolitan Chicago area.

UTAH ELECTRONICS CORP.—Dale G. Weber Co., Portland, Ore., (as factory reps for Washington, Oregon, and Alaska).

UNIVERSITY LOUDSPEAKERS—Anderson Sales Co., Boston, for the New England area; for component speakers: Butchart-Rathsburg & Associates, Detroit, for Michigan.

SNYDER MANUFACTURING—For radio and TV: Robert Reiss Associates, West Haven, Conn., for New England.

SYLVANIA ELECTRIC—For TV, radio, and phonographs: Graybar Electric Co., Philadelphia, for Allentown and Reading, Pa., and Wilmington, Delaware; Lincoln Sales Corp., Baltimore, Md., for

10 Maryland and eight West Virginia counties; Frank Epting Co., Charlotte, N.C., for 51 North Carolina and 15 South Carolina counties.

HAMILTON MANUFACTURING—For washers and dryers: Russell Distributing Co., Seattle, Wash., covering the Seattle area.

HOTPOINT—For kitchen-laundry appliances: Gorman Engineering Co., Albuquerque, N.M., for New Mexico.

PACKARD BELL—The Moore Co., Portland, Ore., for the Portland area.

WASTE KING CORP.—Coburn Supply Co., Beaumont, Tex., for seven Texas counties; Olympia Sales Co., Salt Lake City, for almost all of Utah and parts of Idaho, Wyoming, Nevada and Oregon; United Distributing Co., Omaha, Neb., for all of Nebraska and western Iowa.

DUO-THERM—Englewood Electric Supply Co., South Bend, Ind., for the South Bend area; George Spencer, Inc., Minneapolis, Minn., for the Minneapolis area.

GIBSON REFRIGERATOR SALES—Lincoln Sales Corp., Baltimore, for Baltimore and surrounding counties.

DISTRIBUTOR NEWS

Vandertill Agencies, Inc., a newly formed sales agency headed by Louis C. Vandertill, former vice president of appliance sales for Motor Wheel Corp., represents distributors and manufacturers in northern Michigan. The agency's offices are located in Gaylord, Mich. Vandertill had been with Motor Wheel for 14 years prior to his recent resignation.

ORCOA Concert Division of Estey Electronics, Inc., has appointed two new sales representatives. Robert J. Devereaux and Walter J. Husak of G & C Associates, Minneapolis, Minn. They will cover North and South Dakota, Minnesota, western Wisconsin and northern Michigan. Ed Martin of Richmond, Va., will cover Washington, D. C., Baltimore, Md., and several cities in Virginia.

Four Motorola distributors—Consolidated Appliances Inc., Amarillo, Tex.; Western Supply Co., Inc., Salt Lake City; Grabell-Lyons Inc., Hartford, Conn.; and J. B. Charters Inc., Detroit, Mich., have won the company's 13th quarter "Climbers Club" promotion. The award is based on quarterly improvement in TV market penetration by the wholesalers-men.

United National Labs, Inc., of Passaic, N. J., distributors of electric tubes, semiconductors and transistors, has been appointed a distributor by the following manufacturers: Mullard Ltd. of England; Raytheon Co. of Westwood, Mass.; Machlett Labs, Inc., of Springfield, Conn.; Electronic Enterprises Corp., Newark, N. J.; National Electronics Inc., of Geneva, Ill.; Electronic Transistor Corp. of North Bergen, N. J.; and Semi-Elements Corp. of Saxonburg, Pa.

General Electric invites you to profit by the \$75,000 Baby Dish Sweepstakes!

ATTENTION...INTEREST...CUSTOMERS...SALES!

That's what the Baby Dish Sweepstakes are bringing your way! Coast to Coast, attention will be focused on the General Electric Automatic Baby Food Warmer for ten full weeks...that's how long the contest lasts! Here's what's working for dealers who stock this item!

- LARGE SIZE ADS IN DAILY NEWSPAPERS!
- HEAVY ADVERTISING IN SUNDAY NEWSPAPERS AND SUPPLEMENTS!
- ADVERTISING IN WOMEN'S MAGAZINES, BABY AND STORE MAGAZINES!

PLUS

- LIVE TV COMMERCIALS ON HEINZ NETWORK SHOWS!
- IN-STORE DISPLAYS AND PROMOTIONS IN SUPERMARKETS...NATIONWIDE!
- SPECIAL MAILINGS FROM HEINZ TO NEW MOTHERS!

PLUS

A bonus for your customers! Six jars of Heinz baby food absolutely free to each purchaser of the General Electric Baby Food Warmer.



A certificate good at any supermarket will be mailed to every purchaser who sends in a warranty card during this period...entitling her to six free jars of Heinz Baby Foods!

● During the ten weeks of the contest, millions will hear about the wonderful ease and convenience the General Electric Automatic Baby Food Warmer gives young mothers...Millions will see it in newspapers, on TV...and make up their minds to own one! Get this promotion working for you...be sure it pays off in your store! Stock up on the General Electric Automatic Baby Food Warmer, and cash in on the Heinz \$75,000 BABY DISH SWEEPSTAKES! General Electric Co., Clock and Timer Dept., Ashland, Mass.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

What You
Should Carry
For
Christmas...

Stores Stock Non-Stick For Christmas Selling

CONTINUED FROM PAGE 28

Prices will remain steady throughout the Christmas selling season, according to Detroit's housewares distributors. None of them feels the strike will have any noticeable effect on prices. A few forecast price increases in January if steel prices go up.

What will be the best selling electric and non-electric housewares items in Detroit this Christmas? Here's what the distributors are predicting:

Distributors of non-electric elected Corning Ware, the Pyrex line, Revere Ware and Bissell to the Christmas best-selling list. Frypans and flatware sales will be off this year, they said.

Electric distributors said electric hair dryers, coffeemakers, can openers, knife sharpeners and portable hand mixers will win the biggest share of this year's Christmas sales. "Electric frypans," according to one large distributor, "have almost vanished from the scene."

And retailers are equally optimistic. Vincent Johnson, Cadillac Electric's sales manager, is looking forward to a fall sales surge. Electric can openers, hair dryers and coffeemakers should be his big sellers, he said.

Ed Adams, Adams Appliance Store, bases his optimistic outlook on distributors' inventories and their optimism. He's displaying his Christmas merchandise now and urging customers to use the lay-away as soon as possible. Adams thinks steam irons, toasters, hair dryers and hand mixers will be the most popular products during this Christmas season.

Detroit retailers believe that sales this year will cluster around medium ticket items. Last year, according to most of them, sales were "slightly on the high side."

New York Stores Say Yule Looks Good, But . . .

Although metropolitan housewares retailers expect 1962 to be one of the best pre-Christmas selling seasons in many years, so far there is little indication that they're preparing for it.

In talks with electric and non-electric housewares distributors, EM WEEK found store purchasing to date has been marked by the type of hand-to-mouth buying that has characterized the housewares field for several years now.

Noting that retailers traditionally do not start thinking seriously about Christmas stocks until shortly before

Thanksgiving, one distributor said: "There's nothing exciting yet about the buying. But stores don't have to buy now. They know we have the stock and they can get delivery almost immediately."

Another distributor complained that even for Christmas appliance retailers stocked only the best selling items.

"If a customer wants an item the store doesn't have, the buyer calls me up and asks how long it'll take to deliver. And they usually want it immediately. Stores are afraid to merchandise, and they're afraid to stock," he said.

A third wholesaler, who pointed out that many of his accounts felt this year's pre-Christmas selling season would be the best in a long time, wondered why retailers were not confident enough to make early Yule purchases.

"They talk a good season, but they're not backing it up with sales," he commented.

Corning Ware and Pyrex were singled out by wholesalers as the probable best selling Christmas item this year. It was also the top seller in this area last year, they noted.

Several also picked non-stick frypans as an excellent Christmas item. But some of them moderated their enthusiasm by pointing out that a continuing decline in price would take all the profit out of the item by Christmas.

As for electric housewares, distributors voted can openers and hair dryers as the leading contenders for the No. 1 spot. Several also chose the old standby, the steam and dry iron.

Local retailers also chose the same electric and non-electric housewares as the leading items.

Noting that this Christmas probably would be "the greatest one we've ever had," a buyer for a large department store, said can openers and steam and spray irons would be his best selling electrics. He believed most consumer purchases would be made in the better-priced, nationally advertised brands. The store also will push its own brand of appliances.

In non-electrics, the named non-stick frypans as the hot Yule item. "Sales have been tapering off in other non-stick products and electric non-stick skillets, but non-electric non-stick frypans are here to stay, and they'll sell well for Christmas."

He said his inventories generally were lower than they were last year at this time, describing them as "healthy."

Another major store buyer also picked can openers, Corning Ware and non-stick frypans as the best action items for Christmas. He said he expected this Christmas to beat last year's figures by about 5%, basing the rise on good housewares sales so far this fall and the improving general economy. The buyer said his inventories were about the same as last year. He expected consumer purchases to be a mix of promotional and better prices, with probably a slight edge given to the higher-end merchandise.

True
Story
and

TOASTMASTER®

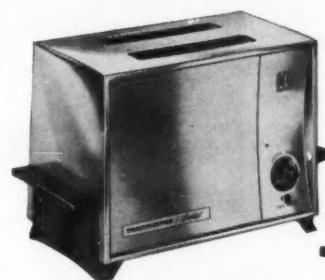
'Face
Forward'

TOGETHER

TOASTMASTER DOES IT

with a remarkable
new toaster that

"PUTS ITS
BEST FACE
FORWARD"



and adds new
sales appeal to the entire
TOASTMASTER line of
electric housewares

True
Story

also adds sales appeal
with its over 5,000,000
young married women
with lots of children
for lots of Toast.

These women are from
Wage Earner families,
with plenty of money
to spend and the
desire to buy the
best in appliances
—TOASTMASTER.

YEATS SAVE UP TO 1/2 HOUR
moving each
appliance

YEATS
Model No. 7
Height 59"
Weight 36 lbs.

APPLIANCE DOLLIES

save time . . . save back-breaking work

Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. *Curved cross members cradle curved appliances as well as square shapes. *Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

YEATS APPLIANCE DOLLY
SALES COMPANY
2127 N. 12TH STREET MILWAUKEE, WISCONSIN

smooth runners
on back
allow handlers to
ease heavy loads on-
off truck.

30-second strap
ratchet fastener.
Hand ratchet lever
quickly draws heavy
14 ft. web strap
(encircling load) vise
tight.

step glide
Endless twin rubber
belts let you roll
load over stair edges
without marring.

moving ranges
refrigerators, washers,
hot water tanks, etc.,

"Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — Write.





ASSOCIATION NEWS

National Assn. of Music Merchants elected new members to NAMM's board of directors at the 60th anniversary Music Industry Trade Show. The association's new directors are shown at left. Front row, seated left to right are: Verne P. Manley, senior buyer, piano-organ department, Rich's, Inc., Atlanta, Ga.; C. Gordon Hammann, president, Hammann's Music Store, Baltimore, Md.; Charles S. Andrews, president, The Andrews Music Co., Charlotte, N. C., and Harley T. Bennett, president, the H. T. Bennett Music Co., Santa Barbara, Calif. Second row, left to right are: J. W. Jenkins IV, vice president, Jenkins Music Co., Kansas City, Mo.; E. R. McDuff, chairman

of the board, Aeolian Corp., New York; Jack J. Wainger, president, Grinnell Brothers, Detroit; Charles A. Pace, president, Pace Piano Company, Inc., Houston, Tex., and Charles J. Penny, president of the National Assn. of Young Music Merchants, vice president, Penny Owsley Music Co., Los Angeles.

Electronic Representatives Assn. has become an affiliate association of the Show Corp., according to Electronic Industry Show Corporation's board of directors. The move was announced jointly by Warren Stuart, Belden Manufacturing Co., Chicago, president of the Show Corp., and Wally Shulan, Wally Shulan & Co., Inc., Jersey City, N. J., president of ERA.

Abraham Schwartzman has resigned as executive administrator of the Institute of High Fidelity Manufacturers, Inc., of New York. A replacement for the post has not been announced. Mrs. Gertrude Nelson, who has served as Schwartzman's assistant, was named office manager.

FINANCIAL NEWS

Shareholders of National Video Corp. have approved a two-for-one stock split. Asher J. Cole, president of the picture tube manufacturing company told the shareholders that "although sales and earnings for the first quarter were somewhat below the record totals of the corresponding period a year earlier, the first half ending Nov. 30, 1961, should be close to the first six months of the preceding fiscal year.

Emerson Radio & Phonograph Corp. and subsidiaries reported a consolidated net profit for the 39-week period ended July 29, 1961, of \$2,282,896 before provision for Federal Income Taxes, and \$1,114,050 after taxes, equal to 50 cents per share on the 2,210,407 shares outstanding.

For the same period last year, ended July 30, 1960, the consolidated net profit after taxes amounted to \$1,483,182, 67 cents per share.

LEGAL NOTICE

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946, AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF

ELECTRICAL MERCHANDISING WEEK, published weekly at Chicago, Illinois, for October 1, 1961.

1. The names and addresses of the publisher, editor, and managing editor are: Published by McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N.Y.; Editor Laurence Wray, 330 West 42nd St., New York 36, N.Y.; Managing editor, Robert K. Moffett 330 West 42nd St., New York 36, N.Y.; Business manager: None.

2. The owner is McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N.Y. Stockholders holding 1% or more of stock are: Donald C. McGraw, Elizabeth McGraw Webster, Donald C. McGraw, Jr. & Harold W. McGraw, Jr., Trustees under Indenture of Trust m/b James H. McGraw, dated 1/14/21 as modified; Donald C. McGraw & Harold W. McGraw, Trustees under an Indenture of Trust m/b James H. McGraw, dated 7/1/37 as amended; Donald C. McGraw, individually; Estate of Mildred W. McGraw, Donald C. McGraw and Catharine McGraw Rock, Executors; (all of 330 West 42nd Street, New York 36, N.Y.); Grace W. Mehren, 536 Arenas St., LaJolla, California; Douglass & Co., 140 Broadway, New York, N.Y.; Touchstone & Co., c/o Wellington Fund, Inc., Claymont, Delaware.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 40,633.

McGraw-Hill Publishing Company, Inc.

By John J. Cooke, Vice President & Secretary Sworn to and subscribed before me this 18th day of September, 1961.

(Seal) JANET A. HARTWICK (My commission expires March 30, 1963)

ONLY precision-crafted BSR

adds this extra sales clincher...
the Good Housekeeping Guarantee

Built-in BSR... guaranteed to be exactly as advertised... adds the most dependability a changer can give, to America's best-selling high fidelity lines. In combinations, consoles and portables, it is outstandingly service-free! BSR is so efficiently mass-crafted by precision controls of fidelity and performance that production line samples of this "550,000-play" changer have now been lab-tested through one million perfect record changing cycles!

BSR meets the highest standards of fine "packaged" hi-fi

■ Plays at all speeds... plays all record sizes intermixed ■ Light, skip-free tracking, as low as 2½ grams, protects both records and fidelity... tone arm adjusts to all cartridge compliance requirements ■ Hum-free, rumble-free shielded motor has extra power, precision balance, full rubber suspension ■ Concentrically weighted heavy turntable stops flutter and wow ■ Completely tropicalized, humidity-proof ■ Detailed specifications, service charts and parts list on request.



Better Sound Reproduction



CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.
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Advertising the sets you sell in

LIFE LOOK POST

and other leading publications.

STRAIGHT FROM WASHINGTON

AN ATTEMPT TO GET UHF OFF DEAD CENTER is being undertaken by Chairman Newton N. Minow of the Federal Communications Commission. UHF is stymied under present conditions, FCC experts contend, and they are determined to change these conditions. So are Congressional leaders. The only disagreement comes over finding a solution.

There are two possibilities: Make the present VHF-UHF mixture work; or, scrap VHF entirely and go all the way with UHF. Either way, the plan envisions more channels and a fourth or fifth TV network. For the moment, Minow's advisers would like to try to make the mixed system work by a freeze on new VHF and a series of moves to make UHF more attractive.

Key to this is legislation to force production of all-channel receivers.

If this doesn't work, FCC experts want to push on to UHF alone. A major test of this begins in New York Nov. 1. By March, first results will have been tabulated and it will be known whether UHF can be used in a big city without too much trouble and without loss of service. At any rate, very few FCC

officials now believe the industry can work its way out of the dilemma. Government intervention is virtually certain. ■

LIMITS ON EMPLOYMENT OF STUDENTS by commercial establishments outside the minimum wage law have been proposed by the Labor Department. And they immediately ran into a large number of objections. The controversy revolves a minimum-wage exemption granted for students in part-time retail and service jobs. Purpose, according to the House Labor Committee, "is to provide employment opportunities for students . . . without displacement of adult workers." Congress left it up to the Labor Department to set standards.

Objections center around limitations on use of students. Labor would exclude college students and limit the age to 18, in addition to limiting the number of students to the total employed the previous year and the types of jobs filled the previous year. The Chamber of Commerce, leading the attack on the proposals, says "these standards would become barriers to employment opportunities for young people . . . inconsistent with Congressional intent." ■

CONSUMER INSTALLMENT CREDIT INCREASED during August, reports the Federal Reserve Board. The over-all boost totaled \$26 million, with furniture and household appliance stores getting at least their share of the boost. The monthly increase among furniture stores was \$9 million, for appliance stores \$1 million. Credit holdings by both types still are down considerably for the entire year. ■

FINANCIAL NEWS

Thompson-Starrett Co., Inc., announced that its Delmonico International division, importers and distributors of TV, transistors, AM-FM radio sets and stereophonic consoles from Japan and West Germany, increased its sales volume 240% during August over the same month in 1960.

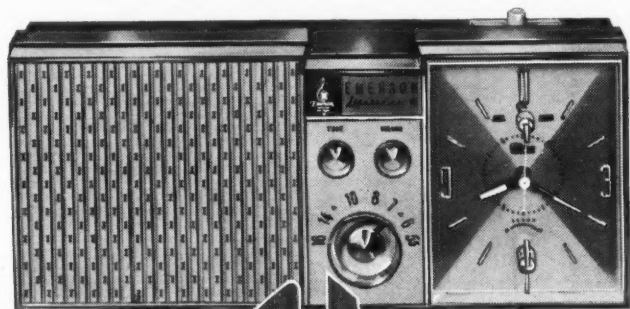
Andrea Radio Corp., Long Island City, N.Y., reported earnings of 50 cents per share for the six-month period ending June 30, 1961. Net sales were \$3,055,806.57 as compared to \$3,718,889.21 for the same period last year.

RCA declared a quarterly dividend of 25 cents per share on common stock payable Oct. 23, 1961, to holders of record on Sept. 15, 1961. A dividend of 87½¢ per share was declared on preferred stock for the period Oct. 1, 1961, to Dec. 31, 1961, to holders of record on Dec. 4, 1961.

Controls Co. of America, Schiller Park, Ill., has acquired Thermac Co., California producer of gas heat controls. Louis Putze, president of Controls Co., and E. W. McKinley, president of Thermac Co., jointly announced that both boards of directors had approved the sale of the assets and business of Thermac in exchange for stock of Controls Co. E. W. McKinley has become a vice president of the company and general manager of the Thermac Gas Division.



"I donated the P.A. system last Tuesday."



Model 1706
Lifetimer III \$29.88*

TIME & MUSIC

NEW
Emerson
AUTOMATIC
SLEEP-SAVER
CLOCK
RADIO

Power-packed with profits for your store . . . the pace-maker of the industry! Sleep Switch that shuts radio off automatically—wakes with music or conventional alarm • "Sleep-Doze" Button for 7-minute intervals of extra snoozing • Robot appliance control • Fashion-finished cabinet in choice of decorator colors. All Emerson clock and table radios are visibly different in design and features making them your best line for step-up sales. Write, wire, or phone your Emerson distributor today!



Emerson

680 FIFTH AVENUE, NEW YORK 19, N. Y.

*Suggested list. Slightly higher in some areas.

Better
Homes
and Gardens
and

TOASTMASTER®

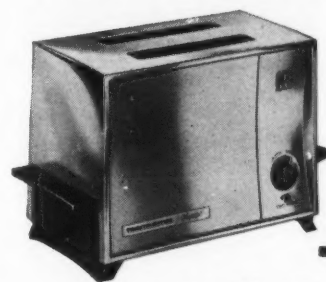
'Face Forward'

TOGETHER

TOASTMASTER DOES IT

with a remarkable
new toaster that

**"PUTS ITS
BEST FACE
FORWARD"**



and adds new
sales appeal to the entire
TOASTMASTER line of
electric housewares

Better
Homes
and Gardens

Does It...

by introducing
Toastmaster advertising
into more than 15 million
homes in September,
November and
December. These BH&G
homes need more, want
more, and plan to buy
more appliances.
BH&G's specific content
of home and family
service is the perfect
"selling setting" for
Toastmaster appliances.
BH&G is the magazine
where families shop for
ideas that make sales.

Keeping Up With Times (Sq.)

When Fedders alters the appearance of its air conditioners, it also changes its giant illuminated sign on New York's Broadway. The new "77-second" installation system recently was added to the sign at right through rows of red neon tubing which light up to simulate installation sides rolling in and out.

Over 500 feet of tubing and four weeks of work were needed to make the change. The pictured air conditioner, according to the company, would be rated at about 200,000,000 Btus if it were real. It's seen by about 750,000 persons daily.



A Frigidaire dealer talks about his franchise . . .

"Frigidaire offers *real* sales training--not pep talks!"



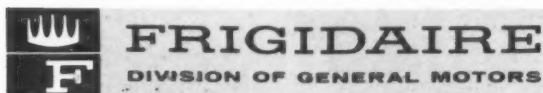
Appliance Buyer and Sunday afternoon chef, Bob Morris

"Facts about products and prospects are delivered to our door regularly through the Frigidaire VIP program. And facts, not sermons, help salesmen put their natural enthusiasm to work, effectively!"



Bob Morris is the Major Appliance Buyer for McAlpins, Cincinnati. This department store's been selling Frigidaire Appliances for 25 years.

Appliance selling can get technical. So we provide *VIP*, a Vital Information Program, for retail salesmen. Through up-to-the-minute bulletins and detailed manuals it provides the data needed for competent salesmanship, today!



ELECTRICAL
MERCHANDISING WEEK
VOL. 93 NO. 41

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MARKET REPORTS

EAST . . . WASHINGTON—"Maybe it's because people have more money," explained George's Mike Filderman. George's volume is up 10-20% in the last weeks; according to Filderman, the upswing is continuing. Hot items at the George's chain are television sets, from portables to consoles. Filderman's braced himself up for a big November. "We're going real heavy." Slated as the big features are another Marathon (day and a half) sale and George's 36th anniversary sale. "We're looking for a big two month," he said.

Downtown at Willie Wilson's, business was not as rosy as at George's. "It's not bad; we're even with last year," said Wilson. Wilson's outlook was optimistic—he foresaw a definite pickup in the next few weeks. TV, with G-E and Philco portables showing best, has been selling well.

Bob Gill at Jim Fulford's Colony also reported "good, but even with last year" volume. Refrigerators have been the best line; Television also has been doing well. "Could be the World Series," Gill said.

MIDWEST . . . KANSAS CITY, MO.—September business was reported up from 3% to 15% by Kansas City retail electrical appliance outlets re-

porting. Larger outlets say they are ahead at the fourth quarter mark as much as 15% over last year's sales. Sales in the last quarter helped.

One major outlet reported July as the largest appliance sales volume since the post World War II shortage days. The same company reported refrigerators as "hot as hell" with Frigidaire's \$269 model (widely advertised) away out in front.

Still another large store said that refrigerators were pulling the sales. In this sampling General Electric models were being pushed.

No special price promotions were involved in the sales increase. One executive attributed some of his sales increase to "scare buying" impetus caused by the threat of war in the news.

SOUTHWEST . . . ALBUQUERQUE, N. M.—The Berlin crisis, reopening of school, an expanded state fair and slumping construction all influenced Albuquerque's electrical appliance market in September.

Some dealers reported sales of refrigerators, washers and other major items to customers who feared Berlin might trigger World War III and consumer goods shortages along with it. More than 60,000 Albuquer-

que youngsters returned to school, giving washer-dryer sales a seasonal shot-in-the-arm expected to last through December. Eleven days of state fair horse-racing (instead of nine days as in previous years) drained away more loose cash than usual and made itself felt in slower collections.

But the major influence was still the depressed building industry. New housing starts in Albuquerque which totaled 6,000 in 1959 and tumbled to 2,500 in 1960 were not expected to exceed 2,000 this year.

Despite this, a number of dealers reported upturns in September sales and voiced optimism on the outlook for the year's final quarter.

Some, by belt-tightening and stronger sales efforts, like Mel Ross of Griffith's Appliance Centers, were able to report net profits equal to last year on lower volume. Ross noted "laundry sales (Maytag) are a bit ahead of 1960; double-door refrigerators (General Electric and Westinghouse) are holding up very well in the \$295 class." Customers were shopping carefully, especially for electronic goods. In this line, Ross said, "Zenith can't supply all of some items we need."

Fedway's Lou Miera reported sales of white goods were down, but "perk-ing up in September," and electronics items "doing pretty well." He expected an upturn during the last three months of 1961. Fedway's own brand—AMC—of appliances, introduced in the Albuquerque area two months ago "is being received very well," Miera said, adding he expected it "to put us in a more competitive position."

WEST COAST . . . SAN DIEGO—"Soft in the center and spotty in the suburbs" was the forecast for appliance sales in metropolitan San Diego this fall.

Dealers reported little enthusiasm or desire to do battle with discounters in the central city area. However, suburban stores showed some signs of strength.

Burt Miller, comptroller of Dryer's furniture chain, said sales at new stores in Solana Beach and Grossmont shopping center have offset disappointing volume at the firm's San Diego store.

"We're doing fair," he said, "but a little behind last year."

Washers were Miller's best item, but free-standing ranges were the biggest disappointment.

Peter Woods, owner of Woods Appliances in Chula Vista, said last month's sales showed an upturn after a year-long slump triggered by a construction strike.

He said a diversified business, including electrical contracting and appliance servicing, failed to keep his sales in the black during the recession period.

Woods also reported laundry equipment as his best seller with a full line of Maytag appliances "going pretty well."

In the inland El Cajon area, a cool summer crippled the air conditioning prospects of George Suttner, owner of Suttner's.

Suttner reported home air conditioner sales were only one-sixth of the 1960 total, blaming the decline on the failure of the thermometer to hit its usual highs until the end of the season.

However, Suttner said his commercial air conditioning business was up, offsetting the decline in domestic sales.

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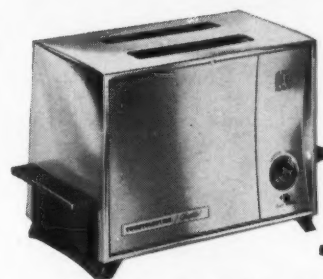
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Satin chrome accent for new styling and sales appeal



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PEOPLE IN THE NEWS

Ampex Corp.—Charles A. Black was promoted to the post of general manager of the corporation's new marketing division. He had been corporate manager of financial relations. In his new post, Black will be responsible for market research, advertising, sales promotion, public relations and related marketing services activities for all domestic operations of Ampex.

Singer Manufacturing Co.—Herbert Burchill, formerly vice president in charge of the Latin American division has been chosen head of the European division. Elliott E. Vose



C. Black
of Ampex



D. W. Penfield
of Vocaline

has been elected a vice president of the company and succeeds Burchill as head of the Latin American division. Vose had been assistant vice president.

Amana—Joe Rismer was appointed president of Amana Refrigeration of Chicago. He had been general manager of the company's Chicago branch, reorganized into a new corporation last summer.

Vocaline—Donald W. Penfield was appointed marketing manager. He formerly was merchandise manager of Wilcox-Crittenden division of North and Judd Manufacturing Co., Middletown, Conn.

Eureka Williams—Leonard Singer was named manager of the company's Pittsburgh branch where he replaces A. J. Bova.

Brantford Washing Machines, Ltd.—M. E. (Bud) Taylor was named general sales manager of the Canadian manufacturer of Chef Master ranges. He formerly was with Thor Industries, Ltd.

Electrolux Corp.—William Teets has been elected a vice president by the board of directors. He will also continue to serve as treasurer of the company.

Admiral Corp.—Victor M. Gardner, Jr., joins the company as regional sales manager covering Baltimore, Washington, Norfolk, Charlotte and Raleigh. Previously, he was a district sales manager for Sunbeam Corp.



H. Burchill
of Singer



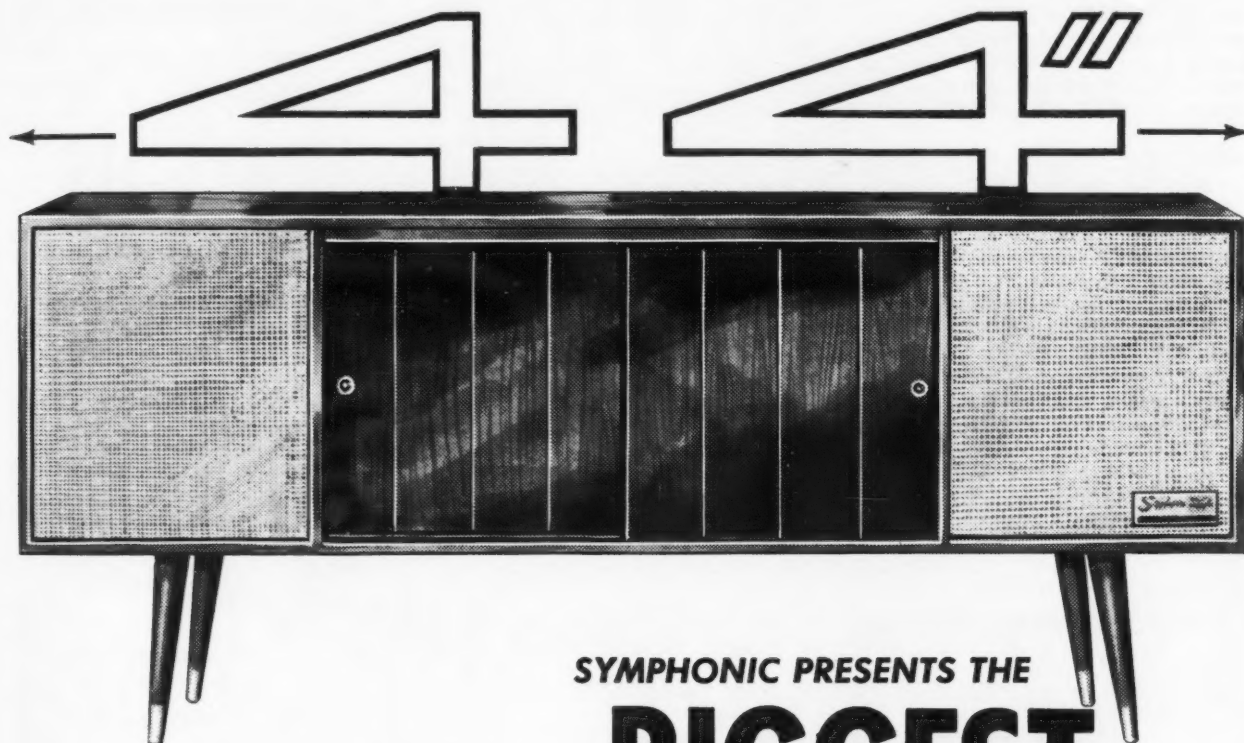
E. E. Vose
of Singer

RETIRING

Redisco, Inc.—C. R. Brogan retired from the presidency of the company, sales financing subsidiary of American Motors Corp. He ends an association with Kelvinator, division of American Motors, that began 35 years ago with the original Kelvinator Corp.

Sunbeam Corp.—Horace C. Wright, chairman of the board, has retired after being associated with the company 48 years.

Frigidaire Sales Corp.—Paul W. Guthrie is retiring as manager of the company's Denver branch. He is succeeded by Robert W. Fincher, appliance sales manager of the Charlotte branch.



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In Stereo Hi-Fi Consoles

When your customers see its tremendous 44" expanse and smart thin-line styling with convenient sliding front doors... when they hear its magnificent stereo hi-fi full dimensional realism... when they see its unbeatable low price tag... you've made a profitable sale. Fully automatic 4 speed operation. In finishes for every home decor, Mahogany, Walnut or Lined Oak.

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the
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Multiplex Stereo FM Portables
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COMING UP

Toastmaster's new "face-forward" toasters debut in December Ladies' Home Journal. / Toastmaster's new toasters put their best face forward. Dramatically new in styling and features, yet with all the old-time quality and precision that made Toastmaster famous. How best to introduce these magnificent new products? In Ladies' Home Journal, *Now more than ever...when the Journal speaks—women listen*

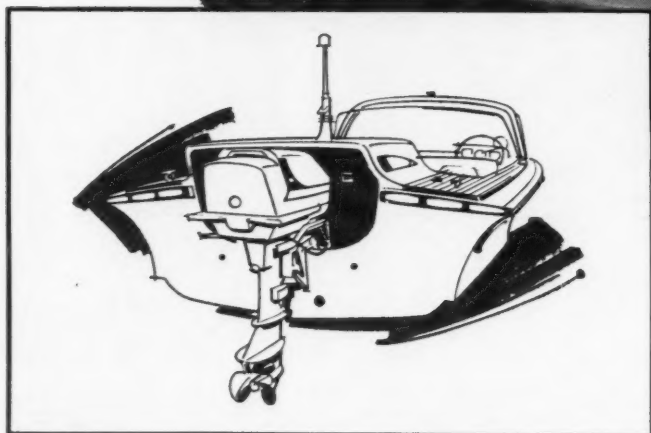
of course, says Toastmaster management. / Over 13 million Journal readers will be in attendance when these toasters make their first appearance in a full page, four-color ad in the December Journal. "The young homemaker is our sales target," says Toastmaster management. "Reach her!" The Ladies' Home Journal does exactly that.



A WHOLE NEW CONCEPT IN OUTBOARDING...

NOW...IT MAKES

No rigging! No costly



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and revives old. Will help you attract your competitor's customers... and give you added shot at your own.

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WHOLESALE
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Major banks show new interest. They recognize Scott packages as better floor-plan and retail financing risk.

**BIG-
TICKET
SALES**

What else have you got that sells for up to \$3500, gives top incentive to salesmen, uses your present sales techniques?

FIRST DELIVERIES BASED ON FRANCHISING DATES...ACT NOW! MAIL

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SENSE TO SELL BOATS

assembly! Easier financing!

THE FLYING *Scott*

TOP OF A FULL 1962 LINE...

17'3" fiberglass hull . . . complete with 32 built-in selling features and 75.2 hp specially propped engine. Tilt-bed trailer is optional. All are factory-matched for top performance!



**FULL
30%
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off list means that you will gross more than \$1000 on a single complete Flying Scott package sale at recommended price.

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Gas vs. Electricity: Is Research The Key?

For once the gas and electrical industries are agreed on something—the gas industry is better organized in its research and marketing efforts in the heating market.

Charles F. Hochgesang, chief editor of "Electrical World," a McGraw-Hill publication, told the fifth Electrical World Heating Conference in Washington, D.C., that an industry-wide organization should be formed against the gas industry in the vitally important heating market. Hochgesang said the National Electrical Manufacturers Assn., the Edison Electrical Institute, individual utilities and other groups are separately attacking sales and research problems

in electrical heating. Even combined, he said, their efforts fall far short of matching gas.

Electric heating is pivotal in the electrical industry's fight to expand loads and to safeguard its domination of such areas as illumination, generators, refrigeration and air conditioning, he said.

The gas industry, through its gas industry development program, is welding utilities, manufacturers, and heating and air conditioning engineers into a well-financed, disciplined unit that is researching new applications which could put the electrical industry in a vulnerable position.

Hochgesang said the gas industry is concentrating on traditional electrical residential markets through air conditioning. He said gas has many problems to overcome, but if it succeeds there, it would protect gas's grip on three-quarters of the home heating market and give it a preferred position in handling the hotly contested range, water heating and clothes dryer loads. "If the electric industry is to achieve its pivotal load of electric heating, without which it cannot continue to hold its markets in residential and commercial areas, it must have this disciplined, single-industry approach," he said.

Hochgesang emphasized that the

electric industry has a substantial edge over gas both long and short term. He said the supply of gas is limited while electricity is a refined energy that can be made from many sources. Also, he said, cost trends in gas and electricity are greatly in the latter's favor. Nevertheless, he said, "the well-organized, well-disciplined, well-coordinated program of the gas industry can well catch the electric industry by the heels over a short-range period."

Gas is not resting on its laurels. William G. Hamilton, Jr., president of the Gas Appliance Manufacturers Assn., feels the next five years will be the most important in the history of the gas industry. Hamilton, addressing the 68th Pacific Coast Gas Assn. convention in Coronado, Calif., said public demand for more modern design and performance plus competition and growing markets are the main challenges facing the industry. "Our industry knows these problems and has acted accordingly," Hamilton said. "We are constantly increasing our research activities and budgets. For example, gas driven engines and turbines are now a practical reality and fuel cells are rapidly approaching that point."

Lester T. Potter, president of the American Gas Assn. bore out Hamilton's ideas on research when he said industry members are more enthusiastic about research than ever before. "The AGA research is a pilot program—a seed bed out of which will

A small fuel cell which could "supply all of the electricity for the average home" and cool or heat the house as well, is being developed by the natural gas industry. Martin A. Elliott of Illinois Institute of Technology said, "We have operated a six-cell power pack of this type with natural gas as the only source of energy." He said a 1 kilowatt unit would fit into a 14-inch cube. "Our studies show that an 0.8 kilowatt natural gas fuel cell used in conjunction with storage batteries could supply all of the electricity for the average home. In addition, heat would be available for other uses such as space heating, space cooling or water heating," he said. Elliott said the fuel cell can operate continuously and never needs to be recharged.

come further research by individual companies. Research is one of the elements that spawns progress," he said.

R. J. Rutherford, chairman of the general public information planning committee for American Gas Assn., said that good public relations is one of the primary reasons for the industry's growth. "When our public relations are good, it is the result of hard work and careful planning. When they are bad, it usually is the result of laxness or complacency or both," he said. He cited two examples of future publicity for the industry's progress—the gas building at the Century 21 exposition in Seattle next year and the gas exhibit at the New York World's Fair in 1964.

NEW!

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Select-A-Lever Clock Radio!
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Arvin Model 71P19—The double-value radio-phonograph combination, especially created for the mass teenage market! Powerful 5-tube AM radio with high performance phono. Charcoal and Light Gray.

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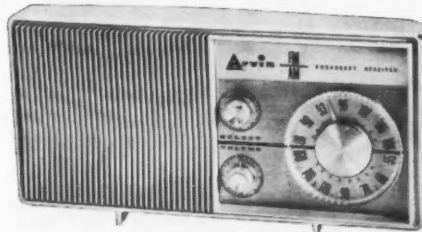
ARVIN PHONOS . . . A COMPLETE LINE FROM \$19.95 TO \$119.95



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ARVIN . . . The World's Largest Specialists in the Manufacture of Quality Radios and Phonographs

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GENERAL ELECTRIC TV IS MORE RELIABLE THAN OTHER LEADING BRANDS

PROOF — A recent study of 5050 TV sets under service contract showed that General Electric TV needed 20% less service than the second best of the other leading brands.*

PROOF — The same study also showed that the average of other brands required 63% more service (factory faults requiring service inside set) than General Electric Television.*

*This survey is based on a study of 5050 TV sets under service contract to the Planet Electronics Corporation, a prominent independent service company in New York City. The results were tabulated and reported by Audits & Surveys Company, Inc., a leading research company. For detailed results, including the names of the leading brands checked, write to Department TVR 112, General Electric Company, Electronics Park, Syracuse, N.Y.

What this means to you: It means once a General Electric TV set is sold...it stays sold. It means you don't run into time-consuming service calls that eat into your profit. It means with General Electric TV you get satisfied customers...and that means repeat business.

A significant fact about the survey is that all the sets involved had been in use at least 90 days. (You can pretty well predict from the way a set acts during the first 90 days how it will perform during the next couple of years.) General Electric sets passed through these critical 90 days with the lowest service record of all. Moral: When you sell a General Electric TV set...it stays sold.

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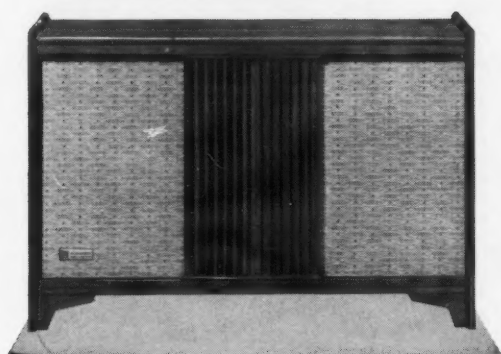


'Certified' FINE FURNITURE CONSOLES...

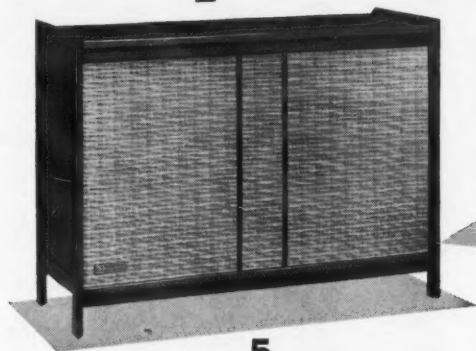
The entire line of V-M Stereo Consoles carry the coveted certification seals of fine-furniture associations. Fine Hardwoods Association, Mahogany Association and the American Walnut Manufacturers Association. V-M, the Voice of Music, has what your most discriminating customers want... V-M proven performance and the lasting beauty of Certified quality fine furniture.



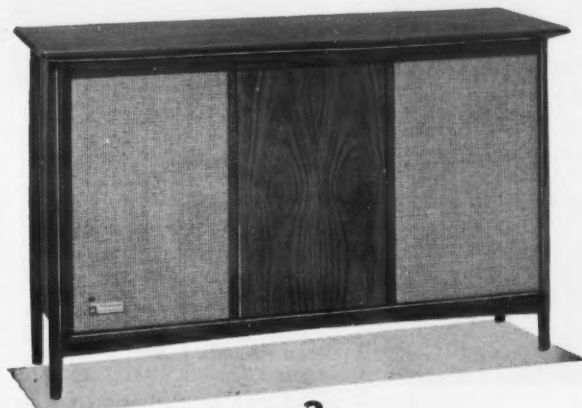
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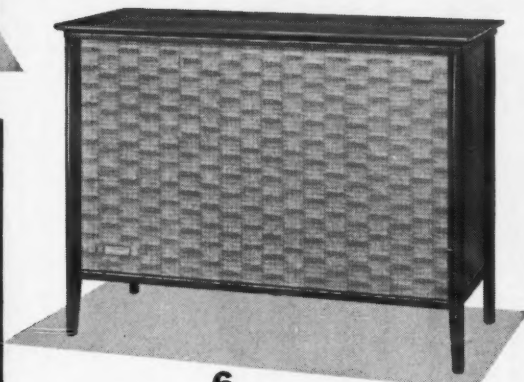
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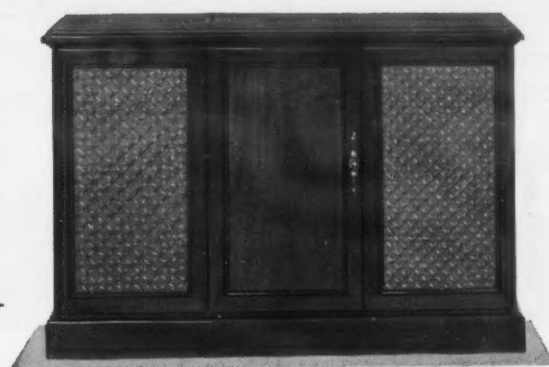
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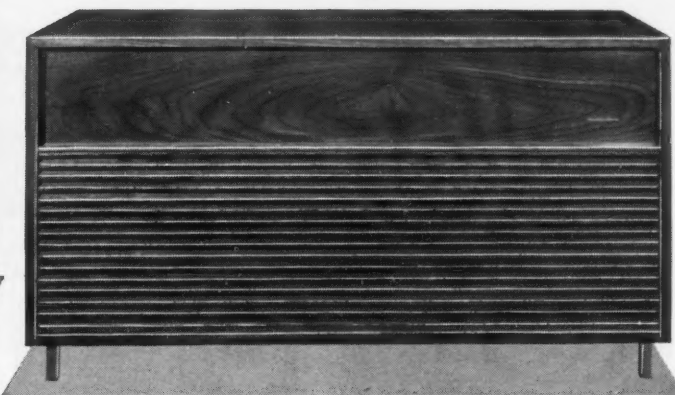
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4



7

1 V-M Stereophonic High-Fidelity Consolelette Phonograph—Model 804—This compact (24" x 28½" x 15") unit features contemporary styling matched speaker system • Dual-Channel Amplifier • V-M 'Stere-O-Matic'® 4 Speed Automatic Record Changer with automatic Manual Play Function and Finger-tip Controls • Cherry or Mahogany finished Genuine Hardwood Cabinetry.

2 V-M Stereophonic High-Fidelity Console Phonograph—Model 818—Luxurious Walnut finished cabinetry constructed of Certified Genuine Hardwoods • Styled with a Contemporary flair • V-M Deluxe "Stere-O-Matic"® • 4 Speed Automatic Record Changer • Diamond Needle • Automatic Manual Play Function • 20 Watts (peak) Output • Complete Complement of Controls.

3 V-M Stereophonic High-Fidelity Console Phonograph—Model 816—Danish Influence Contemporary styling in Gen-

uine hand-rubbed Walnut. V-M 'Stere-O-Matic' 4 Speed Automatic Record Changer • 40 Watts peak power • Space for V-M accessory "Drop-In" Radio Tuner • Ceramic Stereo Cartridge and Diamond Needle.

4 V-M Stereophonic High-Fidelity Console Phonograph — Model 817—Genuine Mahogany Cabinetry bears the certification tag of the noted Mahogany Association • V-M 'Stere-O-Matic' 4 Speed Automatic Record Changer • 40 Watts (peak) Power Output • Space for V-M Accessory "Drop-In" Radio Tuner • Ceramic Stereo Cartridge and Diamond Needle.

5 V-M Stereophonic High-Fidelity Console Phonograph—Model 809—Constructed of lifetime Genuine Fine Hardwoods • Bears the tag of the noted Fine Hardwoods Association • 20 watts (peak) Power Output • Space for V-M Accessory "Drop-In" Radio Tuner • V-M 4 Speed Automatic Record Changer • Diamond Needle.

6 V-M Stereophonic High-Fidelity Console Phonograph—Model 808—Constructed of Certified Genuine Hardwoods and bears the tag of the Fine Hardwoods Association • Self-Contained Stereophonic Speaker System • Powerful Dual-Channel Amplifier • V-M 4 Speed Record Changer and Space for V-M Accessory "Drop-In" Radio Tuner • 20 Watts (peak) Power Output.

7 V-M 'Stereo-Fidelis' Master Console—Model 1001-2—Designed with a modern flair, Model 1001-2 is constructed of Genuine Walnut and meets all of the requirements of the American Walnut Manufacturers Association • Features include: Self-Contained Stereophonic Speaker System • Dual Channel Amplifier • Master Control Panel • V-M Deluxe 'tape-o-matic' Four-Track Stereo Record Tape Recorder Unit • V-M FM-AM Radio Tuner.

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FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS



Proven
sales-
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from
PHILCO

\$16⁹⁵ value Colonial
SPICE RACK

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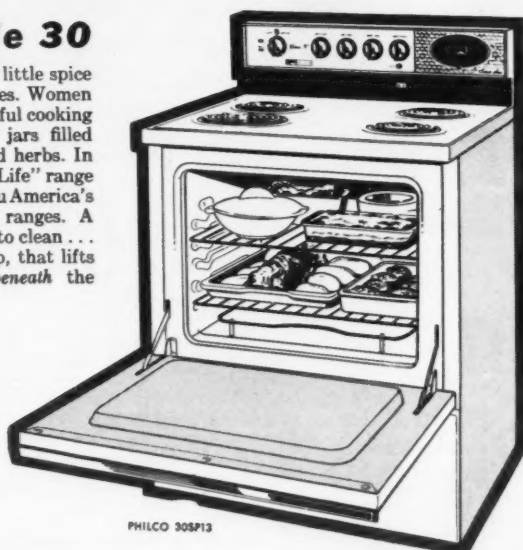
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THE PURCHASE OF A

PHILCO **TILT TOP** **ELECTRIC RANGE**

New Galaxie 30

You'll be amazed, what a little spice will add to your range sales. Women thrill to this attractive useful cooking aid with 24 apothecary jars filled with rare, exotic imported herbs. In addition to this "Spice of Life" range premium, Philco brings you America's newest most glamorous ranges. A dream to use... a dream to clean... with the exclusive tilt-top, that lifts up to let user clean beneath the surface units.

The galaxie 30 is thirty inches wide with oven timer clock and interval timer. High speed surface units. Appliance outlet. Broil-under-glass optional!



PHILCO 30SP13

See your Philco Distributor for full information on this "Spice of Life" promotion and the other Philco Range models it includes

PHILCO'S ON THE MOVE!

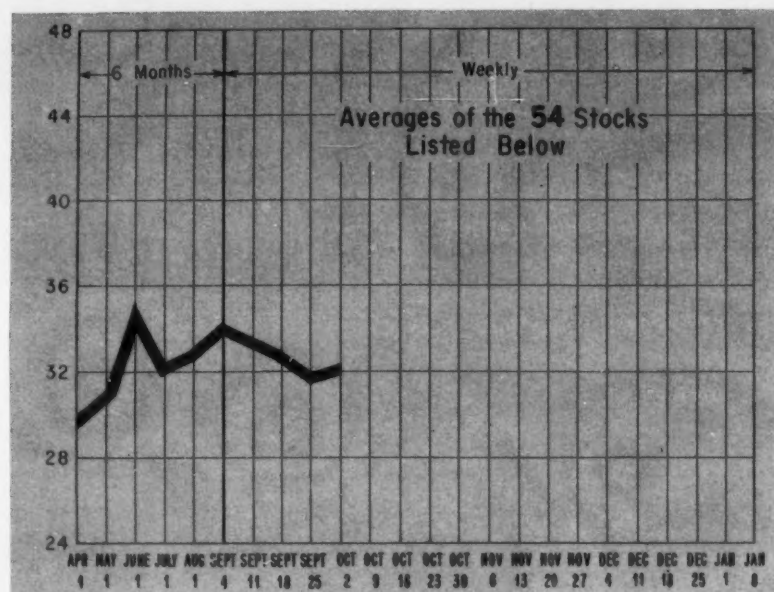
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Famous for Quality the World Over

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends
In Dollars

	1961		Close	Close	Net
	High	Low	Sept. 25	Oct. 2	Change
NEW YORK EXCHANGE					
Admiral	15 ¹ / ₈	10 ⁵ / ₈	12 ¹ / ₈	12 ³ / ₈	+ 1/4
American Motors 1.20	21 ¹ / ₄	16 ¹ / ₂	18 ¹ / ₈	17 ⁷ / ₈	- 1/4
Arvin Ind. 1	28 ¹ / ₈	20	24 ⁷ / ₈	25 ³ / ₈	+ 1
Borg Warner 2	46 ¹ / ₂	35	45 ¹ / ₄	44 ³ / ₈	- 7/8
Carrier 1.60	49	32 ¹ / ₈	39 ¹ / ₈	39 ¹ / ₂	+ 3/8
CBS 1.40B	42 ³ / ₈	32 ¹ / ₂	32 ¹ / ₂	32 ¹ / ₂	-
Chrysler 1A	57 ³ / ₈	53 ¹ / ₂	53 ³ / ₈	54 ⁵ / ₈	+ 1
Decca Records 1.20	47 ¹ / ₂	32	33	35 ¹ / ₂	+ 2 ¹ / ₂
Emerson Electric 1BXD	88 ¹ / ₄	50	77	78	+ 1
Emerson Radio .37T	16 ¹ / ₄	11 ¹ / ₈	13	14 ¹ / ₄	+ 1/4
Fedders 1B	25 ¹ / ₈	17 ¹ / ₈	20	20 ¹ / ₈	+ 1/8
General Dy. 1	45 ¹ / ₂	27 ¹ / ₂	28 ¹ / ₈	28	- 1/8
General Elec. 2	75 ¹ / ₂	60 ¹ / ₂	71 ³ / ₄	73 ⁷ / ₈	+ 2 ¹ / ₈
General Motors 2	49 ¹ / ₈	40 ⁷ / ₈	48 ¹ / ₄	49 ³ / ₄	+ 1 ¹ / ₂
General Tel & El .76	32 ¹ / ₂	25	25 ¹ / ₄	25 ¹ / ₈	- 1/8
Hoffman Elec.	29 ³ / ₈	16 ¹ / ₄	17	16 ⁵ / ₈	- 3/8
Hupp Corp. 25F	11 ³ / ₄	8	8 ⁵ / ₈	8 ¹ / ₄	- 3/8
Magnavox 1	39 ¹ / ₂	35 ¹ / ₈	35 ¹ / ₈	33 ³ / ₈	- 1 ¹ / ₄
Maytag 2A	56 ¹ / ₄	52 ³ / ₄	53 ³ / ₄	52 ¹ / ₄	- 1/8
McGraw-Edison 1.40	40 ³ / ₈	30 ³ / ₄	35 ¹ / ₈	35 ¹ / ₂	+ 3/8
Minn. M&M. .60	87 ³ / ₈	70 ¹ / ₄	73 ¹ / ₄	75 ³ / ₈	+ 2 ¹ / ₈
Montgomery Ward 1	34 ³ / ₄	26 ³ / ₄	31 ¹ / ₂	30 ³ / ₈	- 1 ¹ / ₈
Monarch .04	18 ¹ / ₂	13 ³ / ₈	16	15 ³ / ₄	- 1/4
Motor Wheel 1	20 ¹ / ₂	11 ³ / ₄	13 ³ / ₄	13 ¹ / ₂	- 1/4
Motorola 1	100	68 ¹ / ₂	70 ³ / ₄	76 ¹ / ₂	+ 5 ³ / ₄
Murray Corp.	30 ³ / ₈	26 ¹ / ₂	26 ⁷ / ₈	26 ¹ / ₂	- 3/8
Norris-Thermador	34 ³ / ₈	18	20 ³ / ₄	21 ¹ / ₈	+ 3/8
Philco	25 ¹ / ₈	17 ³ / ₈	21 ³ / ₈	21 ⁷ / ₈	+ 1/2
RCA 1B	65 ³ / ₈	49 ¹ / ₂	52 ³ / ₈	55 ¹ / ₈	+ 1 ³ / ₄
Raytheon 2.37T	44 ¹ / ₂	34 ¹ / ₂	35 ⁵ / ₈	35 ³ / ₄	+ 1/8
Rheem	23 ¹ / ₂	13 ¹ / ₂	14 ¹ / ₂	14	- 1/2
Ronson .60	23 ³ / ₈	12 ¹ / ₈	19 ³ / ₈	21 ³ / ₄	+ 2 ¹ / ₈
Roper GD	25 ¹ / ₂	16 ³ / ₈	20 ³ / ₄	20 ³ / ₄	-
Schick	14 ¹ / ₈	8 ¹ / ₄	8 ¹ / ₄	9 ¹ / ₂	+ 1 ¹ / ₄
Siegler Corp. .40B	34	22 ³ / ₄	22 ³ / ₄	24	+ 1 ¹ / ₄
Singer	111 ³ / ₄	107 ³ / ₄	104	104 ³ / ₈	+ 3/8
Smith A. O. 1.60A	37 ¹ / ₈	28 ⁷ / ₈	30 ¹ / ₈	27 ¹ / ₈	- 3
Sunbeam 1.40A	55 ³ / ₈	45 ³ / ₈	50 ³ / ₄	50 ¹ / ₂	- 1/4
Welbilt .10E	7 ¹ / ₄	4 ¹ / ₈	4 ¹ / ₈	5	+ 1/8
Westinghouse 1.20	50	40 ¹ / ₈	43 ³ / ₈	44 ¹ / ₄	+ 7/8
Whirlpool 1.40	34 ³ / ₈	27 ¹ / ₄	27 ¹ / ₂	27 ¹ / ₄	- 1/4
Zenith 1.60A	198 ³ / ₄	97 ¹ / ₄	172	174 ¹ / ₄	+ 2 ¹ / ₄
AMERICAN EXCHANGE					
Century Electric	10 ³ / ₄	5 ⁷ / ₈	8 ¹ / ₈	8 ¹ / ₈	-
Ironrite .25T	8 ¹ / ₄	5 ¹ / ₂	6 ³ / ₈	6 ³ / ₈	-
Lynch Corp. 87T	12 ³ / ₄	8 ¹ / ₄	9 ¹ / ₂	9 ¹ / ₈	- 3/8
Muntz TV	7	4	4 ⁷ / ₈	4 ³ / ₄	- 1/4
National Presto .60	31	12 ¹ / ₄	15	15 ¹ / ₄	+ 1/4
Nat. Un. Elec. (Eureka)	4 ¹ / ₂	1 ¹ / ₈	3	2 ³ / ₄	- 1/4
Pentron	8 ³ / ₈	2 ⁵ / ₈	5	4 ¹ / ₂	- 1/2
Proctor-Silex	9 ¹ / ₂	5 ¹ / ₈	6 ⁵ / ₈	7 ³ / ₄	+ 1 ¹ / ₈
Republic Trans.	9	4 ¹ / ₂	5 ⁷ / ₈	6 ¹ / ₈	+ 1/4
Trav-ler Radio	7 ¹ / ₂	4 ⁵ / ₈	7	7 ¹ / ₄	+ 1/4
MIDWEST EXCHANGE					
Knapp-Monarch	-	-	6	5 ⁷ / ₈	- 1/8
Webcor	-	-	9 ⁵ / ₈	9 ³ / ₈	- 1/4

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Although most news along the international and domestic fronts was anything but discouraging, the market continued to act in an irregular manner. Most stocks showed little indication of altering their present course as trading dipped below the 3 million mark on Oct. 1; this was the smallest daily trading total in almost a month. The

EM WEEK chart was up 3/8 pt. over the week-long activity as 28 issues were up, 22 down and four recorded no change. Among the gaining stocks, Motorola at a plus 5 3/4, led the way as Decca, G-E, Minn. M&M, Ronson and Zenith all recorded gains of 2 pts. or more. Some experts feel the market has hit bottom and will now start its climb back.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	127	123	113	12.39% up (July 1961 vs. July 1960)
RETAIL SALES total (\$ billions)	18.1	18.1	18.2	0.55% down (August 1961 vs. August 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	317	310	326	2.76% down (July 1961 vs. July 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	274	272	290	5.52% down (August 1961 vs. August 1960)
FAILURES of appliance-radio-TV dealers	22	21	31	29.03% down (August 1961 vs. August 1960)
HOUSING STARTS (thousands)	129.2	127.9	138.3	6.58% down (August 1961 vs. August 1960)
AUTO OUTPUT (thousands)	107.2**	73.0**	134.1**	20.6% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	17.8+	19.0+	3.68% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
DISPOSABLE INCOME annual rate (\$ billions)	361.7+	354.3+	352.7+	2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	25.7+	23.7+	22.8+	12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960)
EMPLOYMENT (thousands)	68,539	68,499	68,282	0.38% up (August 1961 vs. August 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
 **Figures are for week ending September 30, 1961, and preceding week (revised).
 +Figures are for quarters.
 ++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	July	76,500	117,900	-35.11
	7 Months	1,276,300	1,277,800	-00.12
DISHWASHERS	July	41,800	33,800	+23.67
	7 Months	330,500	309,200	+6.89
DRYERS, Clothes, Electric	August	79,015	69,658	+13.43
	8 Months	399,124	432,250	-7.66
Gas	August	43,331	35,461	+22.19
	8 Months	204,155	228,046	-10.47
FOOD WASTE DISPOSERS	July	63,700	55,100	+15.61
	7 Months	450,700	435,900	+3.40
FREEZERS	July	105,900	94,100	+12.54
	7 Months	598,200	647,300	-7.59
PHONOGRAPH SHIPMENTS	July	242,012	293,551	-17.56
	7 Months	1,740,062	2,100,422	-17.15
RADIO PRODUCTION (excludes auto)	Week Sept. 22	314,287	248,962	+26.24
	38 Weeks	7,929,647	7,369,210	+7.61
RADIO RETAIL SALES	July	697,851	573,363	+21.71
	7 Months	5,088,031	4,451,721	+14.29
TELEVISION PRODUCTION	Week Sept. 22	141,662	144,460	-1.94
	38 Weeks	4,243,006	4,221,481	+00.51
TELEVISION RETAIL SALES	July	388,791	392,858	-1.04
	7 Months	3,027,975	3,050,385	-00.74
REFRIGERATORS	July	304,700	297,400	+2.45
	7 Months	1,991,000	2,111,100	-5.69
RANGES, Electric, Standard	July	55,600	58,100	-4.30
	7 Months	491,700	503,300	-2.30
Built-in	July	48,400	44,800	+8.04
	7 Months	403,000	391,400	+2.96
RANGES, Gas, Standard	August	151,500	132,100	+14.69
	8 Months	929,200	979,300	-5.12
Built-in	August	31,000	30,700	+00.98
	8 Months	223,200	225,200	-00.89
VACUUM CLEANERS	August	270,100	280,575	-3.73
	8 Months	2,082,348	2,186,051	-4.74
WASHERS, Automatic & Semi-Auto	August	265,448	230,540	+15.15
	8 Months	1,647,300	1,634,000	+00.81
Wringer & Spinner	August	67,114	65,959	+1.75
	8 Months	437,649	482,860	-9.36
WASHER-DRYER COMBINATIONS	August	8,063	12,237	-34.10
	8 Months	66,398	101,071	-34.30
WATER HEATERS, Electric (Storage)	July	59,400	59,600	-00.34
	7 Months	433,600	435,300	-00.39
WATER HEATERS, Gas (Storage)	August	206,200	279,400	-26.20
	8 Months	1,741,000	1,888,800	-7.82

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



ANNOUNCING

NEW FLUSH-FIT

PHILCO

UPRIGHT FREEZERS

20.2 CU. FT.

MODEL 21FV14

Stores 708 lbs. Designed for recessing in modern cabinet-wall kitchens, with perfectly flat sides and top, and flush-opening door hinges. Porcelain interior. Refrigerated shelves. Freezer Bar storage door. Built-in cylinder lock. Wedgwood Blue and White interior. Power cord safety bracket. Tapered, easy-grip door handle.




14.6 CU. FT.

MODEL 15FV14

Stores 511 lbs. Offers the same features, styling and Wedgwood Blue interior color as model 21FV14, with big-selling 14.6 cu. ft. net capacity. Only 34 inches wide—just right for recessing in average size kitchens. 500 lbs. plus food storage amply provides for frozen food stock of most families.

Up to 3 cubic ft. more food space with PHILCO Thinsulation.

New super-efficient Philco Thinsulation gives full food protection with 60% thinner wall than standard glass wool insulation. Makes more space available for foods, with no increase in cabinet size.



See them now at your Philco Distributor

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Made where gas costs 60¢ a gallon

Regular gas.

The only kind a Volkswagen needs.

The place is West Germany.

13 years ago, tradesmen used bicycles and motor scooters to get around the high cost of gas. Could Volkswagen make a truck that would do for business what our sedan did for families?

Our answer was the VW Panel Delivery. It ran on half the gas that others used.

Many still give all the credit to our engine. (The efficiency of VW's 4-cylinder

air-cooled car and truck engines is legendary.)

But to tell the truth, our light weight is just as important. The VW is almost as light loaded as ordinary trucks are empty.

The engine itself is built of magnesium and aluminum alloys, one of the lightest designs in the world.

And our truck is designed without radiator, driveshaft or the heavy members used in bolted construction. For extra strength, the Volkswagen body is welded.

It's all one piece.

We save 1,600 lbs. this way. A ¾-ton load you do not buy gas for.

How much gas don't you buy?

The Electric Corporation of Salem, Oregon, says they get an average of 26 miles a gallon on 3 Volkswagens.

Almost every VW owner gets over 20 miles a gallon and a few even get 30.



Our average is 24. What's yours?

ELECTRICAL MERCHANDISING WEEK

